

A New 5-Year Strategic Plan

Reporting on the success of AIBD initiatives for the past 12 months at the recent 37th AIBD Annual Gathering/10th General Conference (GC) and Associated Meetings, AIBD Director Yang Binyuan said the Institute is now drafting a new five-year strategic plan from 2012 to 2016 that will bring about a reinvigorated AIBD in the rapidly changing media environment.



Mr. Yang Binyuan, Director AIBD

“The new plan will enable AIBD to play a more assertive role in capacity building activities at all levels and encourage more dialogue and cooperation in formulating a media policy relevant to the present and future demands of the changing digital media landscape,” Binyuan stressed.



AIBD GC 2011

Mr. Otgonbayar Yondon, Mongolia's Minister of Education, Culture and Science, graced the inaugural opening of the 37th AIBD Annual Gathering/10th General Conference and Associated Meetings in Ulaanbaatar, Mongolia from 25 to 28 July 2011 and spoke of his country's efforts to develop a sustainable and viable information and media technology sector.



Mr. Otgonbayar Yondon, Minister for Education, Culture and Science for Mongolia

In his speech, Minister Otgonbayar said the number of electronic media and websites is increasing, providing Mongolians access to free media and more information.

Mr. Cao Yin, Deputy Director-General of International Cooperation Department, SARFT, China, chaired the General Conference as Mr. Thoyyib Mohamed Waheed, Minister of State for Tourism, Arts and Culture, Department of Information, Republic of Maldives and President of the General Conference was unable to attend the membership meeting.



Mr. Cao Yin, Deputy Director-General, International Cooperation Department, State Administration of Radio, Film and Television (SARFT), China and Chairman of the AIBD Strategic Plan Team

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Increasing Demand for Broadcast Training

AIBD members have identified a wide range of training activities that the Institute needs to address as broadcasters begin to take advantage of digital technology. Their developmental needs for training cover content management systems, web mobile service development systems, digital archiving and multi media management, multi media journalism, broadcast journalism, support for digital migration, copyright issues, exchange of information mechanisms, digital content creation/animation, HDTV, 3D TV content, financial management and marketing.

These training areas will form part of AIBD's capacity building initiatives for members that will be implemented from 2012 to 2016. Broadcasters met in a forum to discuss this topic on 27 July 2011 during the 37th Annual Gathering / 10th AIBD General Conference & Associated Meetings held in Ulaanbaatar, Mongolia.



Developmental Needs Forum

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AIBD is ITU's Centre of Excellence for Broadcasting

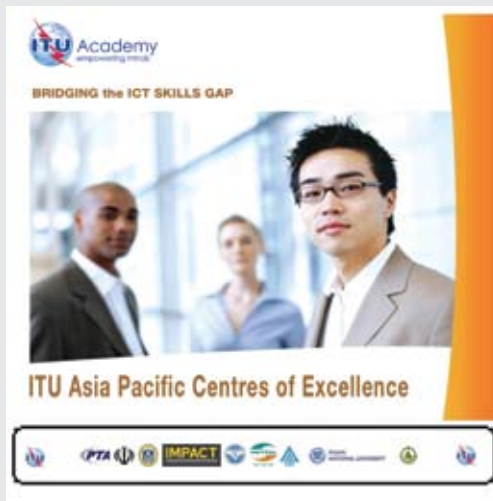
By Mr. James Sinclair, Programme Manager, AIBD

AIBD is proud to be one of the ITU Centres of Excellence (CoE) in the Asia and Pacific region. As the CoE for Broadcasting, and along with five other Centres of Excellence from Iran, Thailand, Malaysia, Republic of Korea and Pakistan, the Institute offers specialized training in policy and regulation, spectrum management, rural ICT development, technology awareness and business management.

ITU CoE's are institutions sharing expertise, resources and capacity know-how. Each Center of Excellence or node serves as a focal point for a theme and cooperates to deliver high quality specialized training with a number of partners, including policy makers, regulators, and experts from industry and academia.

There are CoE's in other ITU regions and all work under the umbrella of the ITU Academy. The regional networks are in the process of being joined together into a Global Network sharing training curricula, resources and expertise.

Officials of the CoE's from Asia and the Pacific recently held a management meeting in Bangkok. Participants met partners and specialists from other Centres of Excellence to explore ways to create new courses shared by two or more Centres of Excellence. One such example is the partnership between AIBD and Universiti Utara Malaysia (UUM). Both organizations will develop a course on developing creative content for rural community. This course is planned for September 2012.



AIBD and the ITU Academy will develop other courses such as two new online courses on the migration to digital and digital media broadcasting technologies. This will bring to three the number of online courses AIBD is making available to broadcasters in the region. In addition, AIBD, ITU and Thailand's Ministry of Information and Communication Technology (MICT) will hold a three-day pre-summit workshop at the Asia Media Summit in Bangkok commencing on 26 May 2012.

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A New 5-Year Strategic Plan

A reinvigorated AIBD

In drafting the new strategic plan, AIBD will examine the leverage of its strength within the framework of the Bangkok Declaration and reinvigorate efforts in developing a more robust broadcast environment relevant to nation building. AIBD's current strategic plan (2008-2012) will end next year.



Binyuan said the new plan will be guided by *IDEA*, an acronym that stands for Interest, Dialogue, Exploration and Accommodation. This means that the Institute will serve the best *interests* of members and expand common grounds for cooperation; it will step up *dialogue* at all levels and *explore* new directions to meet the developmental needs of members, enhance mutual understanding and respect and *accommodate* each other's concerns and culture.

Training and membership report card

In his report to the AIBD members, Binyuan said that from July 2010 to June 2011 the Institute implemented 49 training activities benefiting 1,251 broadcasters. Five new affiliate members joined the Institute in 2010, increasing the number of AIBD affiliate members to 97. However, 10 others were suspended due to non-payment of dues for the last three years.

As the new AIBD Director, Binyuan implemented a smooth transition over the past 12 months enabling the Secretariat to recruit three new programme managers and strengthen its in-house human resources.

Quality management certificate

Since 2009, the Institute has complied with the requirements of the ISAS BC 9001 certification granted by Swiss-based Media and Society Foundation. "This quality management certificate reaffirms our commitment to improve our management system so that AIBD can take new and more challenging approaches in serving its members," Binyuan said.

A more attractive website

AIBD launched a new website last January, featuring more content and attractive design, interactive and user-friendly services that will benefit AIBD members and other stakeholders.

New publications

In 2010, AIBD published four books, namely: *Handbook on Media Law*, *Handbook on Optimising the Broadcast Schedule*, *Media and Good Governance*, and *Broadcasting Science*. It has also produced a DVD entitled *Positive Life* (collection of short films on HIV and AIDS). In 2011/2012, three other publications have been or will be completed. They are *Radio Toolbox*, *Manual for Training the Trainers (2nd edition)* and *Training Needs Appraisal*.

The Institute also implemented other projects including the World Television Award, AIBD Radio Award, and initiatives to build and expand international partnerships.

New Members of the Executive Board

At the GC, The AIBD Executive Board announced the election of its new members. They are China, France, India, Korea and the Philippines that will serve the Board for two years with effect from 1 August 2011.

Next GC in Nepal

The 38th Annual Gathering / 11th AIBD General Conference and Associated Meetings will be held in Nepal from 25-28 July 2012. Mr. Deepak Mani Dhitai, Acting General Manager of Nepal Television, invited members to come to Kathmandu for this meeting and called on them to work towards a common vision of establishing a vibrant and solid electronic media environment in Asia-Pacific.



Mr. Deepak Mani Dhitai, Acting General Manager, Nepal Television and Mr. Yang Binyuan, Director AIBD

AMS 2012 to Examine 2003 Bangkok Declaration

Anothai Udomsilp, Director of the Academic Institute for Thai PBS, says the AMS 2012 will examine the 2003 Bangkok Declaration and draft new approaches that will make more relevant broadcasters' role in the digital world.

In May 2003, the 1st Conference of the Ministers on Information and broadcasting in Asia and the Pacific region was held in Bangkok to approve the 1st Bangkok Declaration. The meeting served as a platform for thematic debate to discuss issues and recommendations of broadcasters from the region for presentation to the World Summit on the Information Society held in Geneva in 2003.

Taking into account the cultural, political and economic and financial diversity in the region, Ministers as well as heads of radio and television organizations, policymakers, scholars and representatives of funding and development institutions agreed on a set of recommendations covering media and globalization, cultural diversity, public service broadcasting, information divide and human resource development.

The Institute, which will be a learning and training center, will open its doors to Thai broadcasters and the public in January 2012. It will undertake media research and set up a dedicated library focused on media knowledge, an exhibition hall and a museum on media development.

A major task of the Institute is to train Thai PBS staff, other broadcast practitioners and the public in public service broadcasting. As Director of the Academic Institute, Anothai said they would initiate projects to train women villagers to produce documentaries from their own perspective or citizen journalists to report to other citizens instead of professional reporters.

In collaboration with AIBD, UNESCO, FES and many other international organizations, the Institute will also provide training activities for broadcasters in the region.

Thai PBS is the only public service broadcaster in the country that will ensure that more people view and use it. "That is what motivates us to provide our services to the people. It is the source that



In an interview with the *Broadcaster*, Anothai stressed the importance of the forthcoming summit, which will gather some 500 leading broadcasters across the globe. He said Thai Public Broadcasting Service (Thai PBS), which is hosting the conference, sees the summit as an opportunity to showcase the inroads of public service broadcasting in the country, including the initiatives of Thai PBS in operationalizing its Academic Institute.

promotes the right to know, where they can learn and get information, so the diversity of content is a must for us. We must also be a forum of participation where people can express themselves on their rights to knowledge and their rights to divulgate." Anothai said.

Success Factors in Broadcast Management and Quality Management

By Mrs. Manil Cooray, Deputy Director, AIBD

AIBD recently organized a regional training workshop on broadcast management and quality management, a pilot project designed to combine the core elements of broadcast management styles together with quality management tools and techniques, and enable participants to adapt to the needs of the media industry. Participants to the four-day regional activity were 17 senior managers from the broadcasting organizations in Bangladesh, Maldives, Mauritius, Myanmar, Malaysia, Nigeria, Pakistan, Sri Lanka, Thailand, Tanzania and Vietnam. These are AIBD members and affiliates. ABU, FES, ER and MSF supported the workshop.

Ms. Barbara Skerath, AIBD's Management Consultant, conducted the workshop on broadcast management, facilitating engagement among participants in exploring key factors of successful management.

The participants, most of them in senior and top management positions, had come from 11 countries in Asia and Africa and were everything that a consultant could hope and wish for: competent and committed, confident and communicative, eager to listen, learn and contribute. From 12 to 15 September 2011, they turned the AIBD training room into an arena for lively discussions, individual presentations and a high-level exchange of ideas and experiences.

The first two days were dedicated to the art of managing and leading people, a topic of growing importance to broadcasting executives at a time of turbulent change and unprecedented challenges. Which aptitudes and attitudes do I need as a manager to promote staff motivation and commitment? Which leadership styles should I adopt for which situation? Which techniques should I use to hire the right people and to turn their potential into performance? And most of all, how do I solve the eternal manager's dilemma of reconciling the needs of the organization and the needs of the staff?

It was these and many other questions which the managers thoroughly examined through critical questions, in-depth analysis and controversial discussions. Although there were no clear-cut recipes for every problem, participants felt they



(2nd from left) David Balme, (3rd from left) Barbara Skerath with AIBD Director Yang Binyuan and participants

had gained new insights to help them introduce new strategies and concepts.

Skerath said it was a tremendous pleasure to interact with a group of seasoned broadcasting executives whose positive mind and professional attitude left a lasting impression.



Mr. David Balme, CEO of Geneva-based Challenge Optimum S.A., shared his views on quality management: a cornerstone of media trust and competitiveness in the market. He said that in today's fast growing economies where changes are taking place not only in business and political practices but also in technology (new media), "quality management is more than ever a key tool to take up the different challenges to remain ahead of competition, fulfill audience and advertisers expectations, encourage public debate and promote democracy in all aspects of public life."

From 14 to 15 September 2011, Balme spoke before 17 senior executives from 11 countries of the Asia-Pacific region who were eager to know more about quality management in the media

industry, get acquainted with the main requirements of the quality management standard dedicated to the media (ISAS BCP 9001:2010), understand the added value of each of the building blocks of a quality management system and finally get started to use the "Quality Management Starter Kit".

Participants agreed that one of the main challenges of the media industry consists of implementing management tools to foster excellence in three key areas:

- accuracy & reliability of the editorial contents to build and strengthen trust of the media
- lean & innovative production processes to be competitive
- satisfaction of audience and announcers to gain market shares

According to Balme, the ISAS BCP 9001 standard, guidelines and starter kit provide an efficient toolbox to take up this challenge based on five key management tools to systematically take advantage of feedbacks from the media's stakeholders, detect & report alarms to the dedicated people, secure errors/mistakes, make fact based managerial decisions to ensure availability of resources, and finally continuously & transparently update the know-how, corporate-wise.

Some participants plan to implement these tools in the near future while others want to disseminate these new concepts across their management teams so as to convince the top management to proceed in this direction.

Gender Guidelines for Broadcasting in Vietnamese Language

By Mrs. Manil Cooray, Deputy Director, AIBD

The AIBD / FES publication on “Broadcasting for All: Focus on Gender,” a guideline for gender-sensitive broadcasting, will soon be available in the Vietnamese language. AIBD, UNESCO Office in Hanoi and Vietnam’s Ministry of Information and Communications are collaborating in contextualizing this publication by translating the gender guideline into Vietnamese to enhance its accessibility and relevance to the country.

From 5 to 9 September 2011, a preparatory meeting was held in Hanoi to plan the translation work. AIBD engaged Jai Chandiram, an experienced trainer from India, to work with the national consultant Professor Le Thi Quy and Associate Expert Heidi Kivekas from UNESCO for this project. They met representatives from the Voice of Vietnam and Vietnam Television, electronic, Vietnam News Agency and some print media organizations and solicited their inputs in developing the training contents and materials. The consensus was to ensure that these training materials were simple and contained best practices in gender sensitive reporting.

Jai Chandiram said: *“it was a challenge to contextualize and operationalise the guidelines for use in Vietnam. From all accounts the gender index in Viet Nam seems admirable so I was puzzled with the need for guidelines in Viet Nam. On studying more deeply the gender issues it was clear that there was need to build awareness about Viet Nam’s new laws on gender equality and equity.”*

During Chandiram’s mission to Viet Nam, the team developed a two-day gender training program for media professionals, integrating inputs from representatives from the Voice of Vietnam, the Ministry of Information and Communications, the Ministry of Labour, Invalids and Social Affairs and the GoV / UN Joint Programme on Gender Equality. The training program is based on ‘Broadcasting for All: Focus on Gender’ and utilizes hands-on activities to operationalize gender-sensitive reporting principles in Viet Nam. The training workshop took place on 28-29 September in Hanoi.

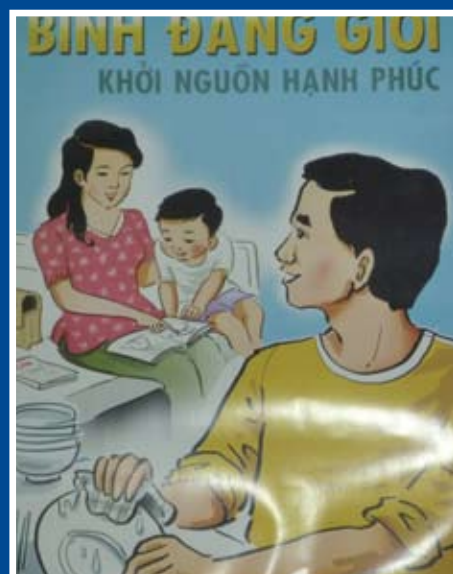
The translation work and the training workshop were implemented within the framework of a Joint Programme that the Vietnamese Government together with the United Nations is carrying out on Gender Equality to enhance the capacities of different ministries in implementing the Law on Gender Equality and the Law on Domestic Violence Prevention and Control.

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Mr. Yang Binyuan, Director AIBD presented the certificates to the participants during the closing ceremony

The participants also took time out to visit the studios of Radio and Television Malaysia (RTM) and tour around the city of Kuala Lumpur.





ASIA MEDIA SUMMIT 2012

29-30 MAY • Bangkok • Thailand

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ASIA MEDIA SUMMIT 2012

29 - 30 May 2012, Bangkok, Thailand

Creating Impact: Media in Today's Society

Media's power is enormous in today's society. It can facilitate public debate and discussion and shape public opinion. Its influence extends to its role in development, setting an agenda it deems relevant to nation building. A media with a capacity and interest to report issues on national strategies, social justice and inclusion, social progress, environmental sustainability, and enabling regulatory environment can create wealth in society, develop people's potential to pursue creative and productive lives, and contribute towards equity and equality for all people.

Strategies differ, from adhering to a free and pluralistic media to imposing a more regulated arrangement. The enormity and complexity of development and its consequences demand a dynamic and sustainable media organization, able to adapt to technology and program innovations, creative capacity building approaches, and new delivery platforms to serve both business and development ends.

In Asia-Pacific, has media served as a positive force or stumbling block to development? Is its capacity to serve the ends of development limited by its structure, regulation, and culture? How can media engage more to serve the ends of development without risking professional and ethical standards as well as sustainability? Is public service broadcasting still a viable alternative to serve the public's needs and interests? How can social media improve media's sustainability in the context of development?

The Asia Media Summit 2012 will examine these issues, offer best practices and identify measures that support media's efforts to build and sustain a strong public trust and create impact in today's society.

Day One : 29 May 2012

0900 – 0945 Inaugural Session and Keynote Address

0945 – 1015 Tea Break

1015 – 1130 **Plenary Session 1** *Media, Development and Conflict: Can Media Make a Difference?*

Development remains elusive for the world's poor. Food and water scarcity, inadequate educational and employment opportunities, and limited access to health services are some urgent challenges that confront many stakeholders of development. And so are peace and security without which development is not possible. Climate change also impacts development. How can media pursue meaningful reporting to address poverty alleviation, peace and security, access to opportunities, and wealth creation? Is community radio and television making any difference? Are there best practices that highlight media's capacity to make a difference? What is missing?

1130 – 1245 **Plenary Session 2** *Building a Media-literate Public*

Enhancing media's role in development demands building a media literate public that will effectively comprehend and utilize media content and engage media to promote professionalism and good ethics. A media literate public can contribute to greater civil society participation in development and contribute towards the establishment of more robust media organizations and the functioning of a healthy democracy. What are new approaches to enhance media literacy? Is media paying lip service to media literacy? What more can be done?

1245 – 1300 **Presentation of the World Television Awards 2012**

1300 – 1400 **Lunch Break**

1400 – 1600 **Mediahub Market and Networking**

1600 – 1730 Parallel Sessions

Parallel Session 1: 2003 Bangkok Declaration: What Next?

In May 2003, the 1st Conference of Ministers of Information and Broadcasting from Asia-Pacific was held in Bangkok to identify how public service broadcasting in the region could respond to the changing media environment. It served as a thematic debate and regional preparatory meeting for the World Summit on the Information Society held in Geneva in 2003.

The conference produced the 2003 Bangkok Declaration that offered recommendations in addressing the challenges of media globalization, cultural diversity, viability of public service broadcasting, information divide and human resource development. Have broadcasters fulfilled their mandate under the Bangkok Declaration? Where are the gaps and opportunities? What new roles, new approaches and new partners can we pursue to move the Bangkok Declaration forward?

Parallel Session 2: Building Sustainable 'Small' Radio and TV Stations

'Small' Radio and TV stations are increasingly playing a pivotal role in informing and educating the public in many developing countries in Asia-Pacific. Given limited resources and competition, they seek ways to build and sustain their operations. Is there a one-size-fits all strategy to achieve this goal? What business models and programming strategies can they pursue? Will tapping mobile and the web make a difference?

Parallel Session 3: Women and Children Issues: Is Media Doing Enough?

Violence, abuse, inequality and discrimination remain rampant against millions of women and children across the globe. They hinder efforts to make their lives a little better. The damage to these victims is staggering, their impact a menace to development and society. Is media doing enough to address the deadly crime of violence and abuse against women and children? Is it reporting enough to deal with inequality and discrimination as well as the advancement of women in today's society? Can social media and citizen journalism help?

1930 Gala Dinner and Cultural Show

Day Two : 30 May 2012

0900 – 1030 Plenary Session 4 Public Service Broadcasting: A New Approach, A New Beginning

What should the mandate of public service broadcasting (PSB) be in a fast changing media landscape? In Asia-Pacific, PSB remains at various stages of development, increasingly confronted by issues on financial stability, editorial independence, autonomy in content creation, management, finance and administration. Is PSB still a viable alternative to serve the public's needs and interests? What can management pursue to expand and sustain viewership, introduce new business models and ensure more independence in its operations? What distinctive content can PSB create, one that carries credibility with pluralistic groups and promotes cultural diversity?

1030 – 1100 Tea Break

1100 – 1230 Plenary Session 5 Harnessing Social Media and Content Delivery

Facebook, YouTube, Twitter and blogs, among others, have empowered more citizens to create, produce and distribute content to a wider audience. Users are increasingly conversing and engaging as a consumer, creator and producer of information. What can traditional broadcasters learn from their online counterpart? How should broadcasters prioritize acquisition and operations of web-based and mobile technologies and turn them into effective platforms for interactive dialogue? How can mobile, web, iPad and social media improve media's sustainability in the context of development?

1230 – 1300 Feedback Session (review of outputs and progress of the previous afternoon parallel session)

1230 – 1400 Lunch Break

1400 – 1600 Mediahub Market and Networking

1600 – 1730 Plenary Session 6 (a roundtable discussion) **Towards A Stronger Public Trust in Media**

Through good journalism, distinctive and entertaining content, and professional management, media aims to build and sustain public trust, a key element in empowering media better serve the ends of development and promote business sustainability. In Asia-Pacific, is public trust in media increasing or waning? How can media enhance its credibility and integrity? Will more regulation, deregulation or self-regulation work to enhance public trust in media? Are social media platforms enhancing public trust in traditional media? As more citizens engage in new and social media, what standards and ethics can media pursue to encourage more public engagement and build public trust?

1730 – 1745 Invitation to the Asia Media Summit 2013

Closing Remarks

Asia Media Summit Pre & Post Events

26 - 31 May 2012

1.	26 – 28 May	AIBD/ITU/ABU Workshop on Digital Broadcasting: Opportunities, Business and Challenges	0900 - 1700
2.	26 – 28 May	AIBD/CFI Workshop on TV Branding and Visual Identity	0900 - 1700
3.	27 – 28 May	AIBD/EBU Master Class: Leading Change in the Newsroom	0900 - 1700
4.	28 May	AIBD/UNESCO/FES Workshop on Media Ethics in the Age of Social Media	0900 - 1700
5.	28 May	AIBD/MSF Workshop on Media Quality Management	0900 - 1700
6.	28 May	AIBD/UNESCO Consultative Meeting on PSB	0900 - 1700
7.	28 May	AIBD/ASBU	0900 - 1700
8.	28 May	AIBD/UNEP	0900 - 1700
9.	29 May	4th AIBD/ASBU/ABU Media Partnership Committee Meeting	1400 - 1530
10.	30 May	5th Pacific Media Partnership Committee Meeting	1400 - 1530
11.	31 May	AIBD Strategic Plan Team Meeting	0930 - 1100

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THE ADVANTAGES OF THE ASIA MEDIA SUMMIT ORGANIZED BACK TO BACK WITH THE MARKET

WHAT IS ASIA MEDIA SUMMIT (AMS) ?



Since 2004, the Asia Media Summit (AMS) is an annual conference organized by the Asia-Pacific Institute for Broadcasting Development (AIBD), an inter-governmental organization.

Every year the AMS unites CEOs and other top officials from both private and public broadcasting organizations as well as development institutions across the globe.

AMS offers a series of plenary conference sessions giving a unique insight into the Asia-Pacific media market upcoming developments and needs.

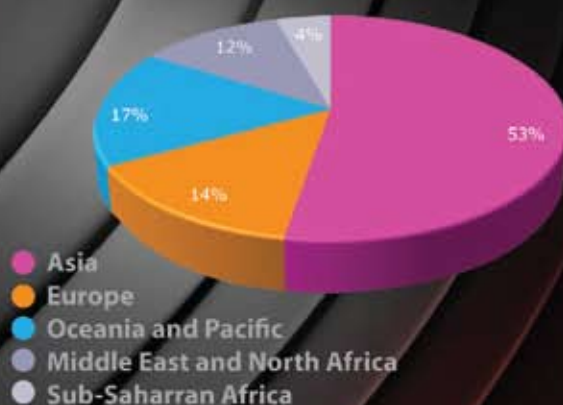
In 2012, ThaiPBS, the N°1 Thai public service broadcaster, will host the AMS.

MEDIAHUB MARKET, AN ITINERANT EXHIBITION

After the 2012 edition in Thailand, the Mediahub Market will take place in Bali, Indonesia, 28 & 29 May 2013

AT THE MEDIAHUB MARKET

- More than 700 participants
- Minimum of 50 countries and regions
- Minimum of 120 broadcasting organizations
- 50 exhibitors



HOW TO REGISTER Login to www.mediahubmarket.com

Registration opening: from November 2011

Sponsoring opening: from October 2011

"Mediahub Market is the ideal place to reach the emerging market. In addition, it offers an opportunity to interact effectively with the decision makers from Asian broadcasters, with whom we have rarely or never had the occasion to meet. It's a great chance to increase market shares in a rapidly developing media economy. TVFI will definitely be attending Mediahub Market. We are enthusiastically looking forward to it!"

Mathieu Bejot, Executive Director, TV France International (TVFI)

"A chance to meet various potential buyers unknown to us!"

Peter Lee, Director, International marketing, Educational Broadcasting System (EBS), Korea.

mediahub Access

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- A unique way to link up directly to all Asia-Pacific Institute for Broadcasting Development (AIBD) members, the public and private broadcasters

A WEEKLY NEWSLETTER

- Sent out to our network of 2,000 media professionals worldwide
- All the news immediately available through our RSS feed
- A simple way to effectively promote your programs and services and enhance your company's visibility and reputation

WHAT IS ASIA-PACIFIC INSTITUTE FOR BROADCASTING DEVELOPMENT - AIBD



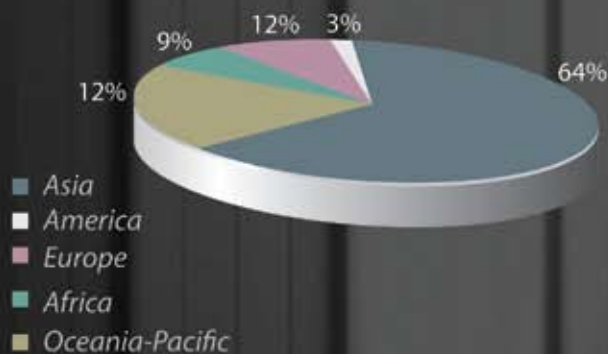
AIBD is an inter-governmental organization contributing to building capacities of media professionals across Asia and the Pacific

"AIBD members are mostly broadcasters from the Asia-Pacific region and due to limited resources, they often face difficulties to reach out to the international market. Mediahub is the answer."

Mr. Yang Binyuan, Director, AIBD

ON MEDIAHUB ACCESS

67 countries connected
+30% of new members per month*
*since the launch in May 2011



HOW TO SUBSCRIBE

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"Mediahub is an excellent platform, it's online, at our finger tips, readily accessible and it really addresses our needs in determining and acquiring content on a very immediate sort of basis."

Mr. Zulkifil, General Manager, Content, brand & Marketing for Alt Media, Malaysia



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Media Leadership in Crisis and Disaster

CBA member organizations will gather in Australia next year for the 2012 CBA General Conference to examine issues on media leadership, technical expertise, planning and crisis management essential to address natural disasters, global pandemics, civil unrest, among others.

“It is at these times that audiences turn to their public service media providers for essential information that they can trust. Effective media leadership is critical in times of emergency and disaster,” Ms. Sally-Ann Wilson, CBA Secretary-General said.

The CBA General Conference to be held in Brisbane from 22-25 April 2012 will have as its theme “Media Leadership in Crisis, Disaster and Emergency.” It promises to be a unique event featuring a special program, a mixture of plenary, workshops and training surgeries.



KBS Launches K-Player, a Digital Media Platform

The Korean Broadcasting System (KBS) launched on 3 September 2011 K-Player, a digital media platform that allows the audience to watch KBS programs on smart phones, PC, tablet PC and any other devices with an Internet connection. K-Player is a result of the efforts of KBS to deliver its content without the limit of time and space. Once downloaded to PC or smart phone, K-Player works as a platform through which the audience can watch 10 KBS channels, including KBS TV1, TV2 and radio channels on higher picture quality than that of DMB, a mobile phone TV service.

From December 2011, with VOD service to be added, the audience will be able to watch the programs again even after the programs are on air.



K-Player is part of the N-Screen environment in which broadcast content is provided on multiple devices in order for the audience to be able to enjoy it wherever they are and whichever devices. To put it in another way, it is an open device that the audience utilizes to look for content they want, which means revolutionizing the way we experience TV.

When the final phase of K-Player is completed in 2012, it will provide content of other domestic broadcasters as well as global content providers, evolving to be a platform for the future digital era.

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Increasing Demand for Broadcast Training

AIBD Director Yang Binyuan said the Institute would work hard to meet the increasing demand of broadcasters in a rapidly changing media environment. He also called on broadcasters to provide continuous feedback to AIBD as required by ISAS BC 9001 quality management standards to ensure the Institute’s programs remain relevant.

Forum participants proposed that the liaison officers of AIBD’s member countries should update communications and inform AIBD of their feedback by October every year, AIBD should decide topics and number of workshops well in advance depending on the resources available. They also requested AIBD to include E-education in its capacity building programs and its members to inform the Institute about the competency of their trainers.



Moderator -
Mr. Anothai Udomsilp, Director of Academic Institute of Public Media - Thai PBS



Mr. Md Shafiuddin Sikder, Director General, Bangladesh Television



Ms. Qi Xiaochao, Project Manager, Asia, Africa and Latin-America Division, International Cooperation Department, State Administration of Radio, Film and TV, SARFT China



Dr. Antar Merau Tugus Sianturi, Finance Director Televisi Republik Indonesia (TVRI)



Mr. Varuna Dharmaratne, Deputy Director General/ Finance Manager, SLRC

Director from KCC, also proposed similar initiatives such as study visits and would send experts to member countries. Mr. Khin Maung Htay, Director, Forever Group, spoke of the Myanmar Media Training College, and sought continued cooperation in the areas of information sharing, sourcing international trainers, and accreditation and support opportunities for job placements.



Mr. Kim Pyung-Ryul, Director (KBS)



Mr. Nguyen Tien Long, Director, International Cooperation Department, VOV

Mr. Varuna Dharmaratne, Deputy Director General & Finance Manager of Sri Lanka Rupavahini Corporation, said their station needed training in program, news, filming, engineering, management, marketing & digitization. Mr. Nguyen Tien Long, Director, International Relations of Voice of Vietnam, identified their training needs in introducing low cost receivers, video archiving systems, consultancy services and training in core areas in broadcasting. Ms. Nguen Thi Bich Thuy, Deputy Director of Vietnam Television highlighted VTV's developmental goals and cooperation with AIBD to exchange experts, be partners or co-organizers of training programs, co-productions and exchange programs through Mediahub.



Mr. Chang Seong Hwan, Assistant Director (KCC)



Mr. Rajendra Sharma, Executive Director, Antenna Foundation Nepal (AFN) - **Facilitator**

During the forum, AIBD members were briefed on the services of Mediahub as a cost effective, valuable tool for members to share and exchange program content and urge the members to take advantage of its services to grow stronger by working together.



Mr. Khin Maung Htay, Director General, MRTV-4



Panel headed by Mr Deepak Mani Dhital, Acting General Manager, Nepal TV



Panel Discussion



Ms. Nguen Thi Bich Thuy, Deputy Director, Vietnam Television

Mr. Shafiuddin Sikder, Director General of Bangladesh Television, said more training would be required in camera operation, animation, production of programs and news. Ms. Qi Xiaochao, Project Manager, Asia, Africa and Latin-America Division, International Cooperation Department of SARFT, China, proposed that AIBD members should design their own training modules, work on the budgets, identify trainers and submit to AIBD for approval and seek funding. Dr. Antar Merau Tugus Sianturi of TVRI Indonesia said they are preparing for the digital migration by 2018, which will require more technical and management training.



Panel headed by Mrs. Manil Cooray, Deputy Director AIBD



Ms. Juliette Vivier, Deputy Director EduMonde (Malaysia) Sdn Bhd

Mr. Kim Pyung Ryul, Director, KBS, said they will continue to send consultants with expertise in digital migration and new media to AIBD member countries. Mr. Chang Seong Hwan, Assistant

At the conclusion of the forum, participants expressed satisfaction over AIBD's performance of its activities, stressing that AIBD should tap new media more and ensure these are user friendly to improve identification of training needs and feedback mechanism.

Digital Switchover Techniques & Policy Course

By Ms. Jemma Kim, Research Associate Korea Internet & Security Agency (KISA)

Twenty-one broadcasting experts from fourteen AIBD member countries participated in the 9th ICT expert training course on digital switchover techniques and policy, which the Korea Internet & Security Agency (KISA) conducted from 17 to 25 August 2011. This was the second collaborative activity KISA and AIBD organized this year.

The course covered lectures from KISA ICT experts, country presentation on the state of digital migration and visits to broadcast production sites of Korean Broadcasting System (KBS) and Seoul Broadcasting System (SBS) in Seoul. Participating countries included Maldives, Malaysia, Laos, Cambodia, Iran, Micronesia, Myanmar, Indonesia, Thailand, India, Vietnam, Nepal, Bangladesh, and Sri Lanka.

Participants also viewed beautiful Korean culture relics and visited the national folk museum and the Namsan N Seoul Tower to enjoy the beautiful night scenery of Seoul. They had the opportunity to make a traditional Korean fan and watched the non-verbal performance "Nanta."

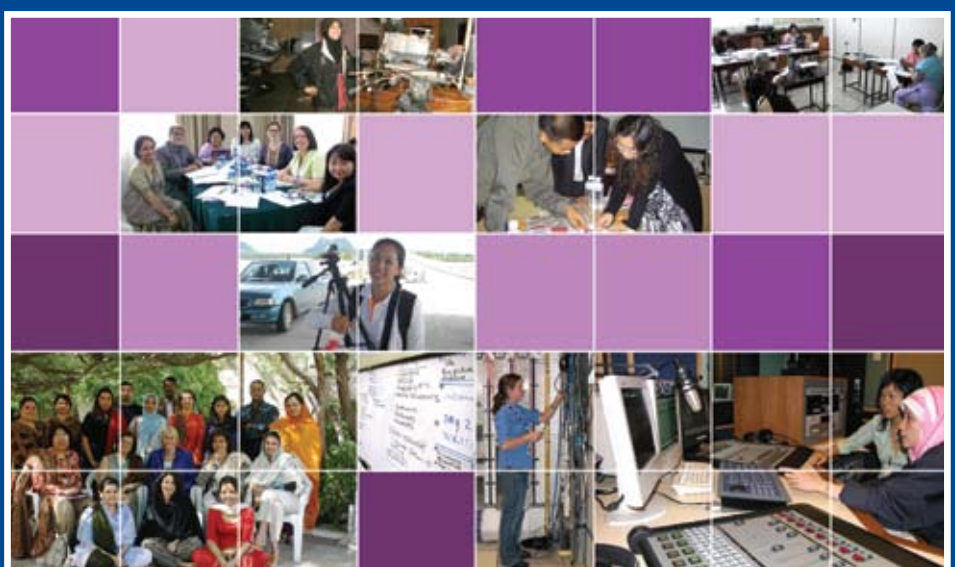
On the last day of the course, the trainees visited the animation center, animation museum and the Gangwon Information & Multimedia Corporation, all located in Chuncheon, to observe the 3D animation production processes and understand the animation industry in Korea.



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Gender Guidelines for Broadcasting in Vietnamese Language

Vietnam is a signatory to human rights conventions which guarantee equality between men and women. The government has a Plan of Action for the Advancement of Women and has mainstreamed gender equality considerations into its Comprehensive Poverty Reduction and Growth Strategy and Socio-Economic Development Plan.

The AIBD and FES granted permission to the UNESCO Office in Hanoi to disseminate in print and online the Vietnamese edition of "Broadcasting for All: Focus on Gender." This publication, which was based on a long-term research in AIBD member countries, was carried out by a working group from a broad range of countries beyond the geographical boundaries of the Asia-Pacific Region.



**Broadcasting for All:
Focus On Gender**

One More Step Towards “Asianationality”

By Mr. Jean-Dominique POUPEL, TV Director, and Keverne Eason MAPP, Art Director

As part of their three-year plan dedicated to TV content, the French Government and AIBD organized the first workshop of the third year on “TV Directing and Artistic Direction” at MCOT, Thailand from 2 to 5 August 2011. The main objective of the workshop was to stimulate creativity and synergy within a group of participants from leading TV channels such as Media Prima (Malaysia), GMA (Philippines), SCTV (Indonesia) and the host of the workshop MCOT (Thailand). The result was surprisingly unexpected.



After a detailed preparation for over a month, we opted to focus our training on the creation and production of a family entertainment show, directly targeting a wide audience.



Despite the short duration of the workshop, we thought that the participants could manage our program as if they were to work as a hands-on TV production company. The technical facilities MCOT provided were of an extremely high quality and fully furnished, allowing us to be immediately operational from the start. This served as an effective stimulant for all the participants and experts as well as the technical staff.

Given the mix of participants from different countries, we were anxious if any problems would arise due to differences in working practices in their respective countries. We asked ourselves if we would succeed in creating the right spirit to accomplish our aim. As soon as everyone arrived, we immediately felt that everything was to flow in a professional way with much mutual respect between all members of the team. Participants showed much enthusiasm. Through their intense concentration and energetic brainstorming sessions, they worked out two solid TV show concepts at the end of the first day. This was proof that the theoretical aspect of the workshop was an efficient choice in its duration.

All the participants openly worked together after being split into two teams. Given the limited time to complete the pilot shows, they realized that communication and synergy were the key to team success.

Collectively we (the experts) shared our knowledge of the new trends and methods in conceptualizing a TV program prevalent in many countries, and facilitated a mutual learning platform that developed concretely with few barriers due to language differences. As a result, participants showed a wonderful creative energy, often with much laughter and good humor.

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