

26th AIBD Strategic Plan Team Meeting



10th AIBD Executive Board Meeting



Inauguration Ceremony of the 10th AIBD General Conference



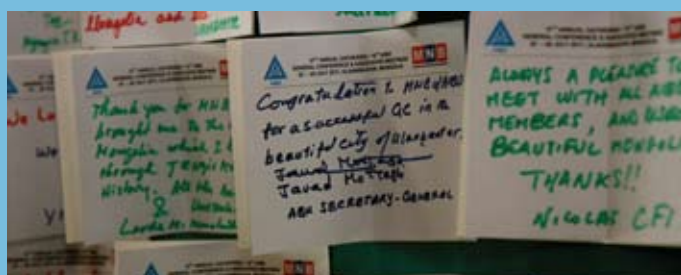
AIBD Awards Presentation



10th AIBD General Conference



Vote of Thanks

**AIBD GC 2011 Secretariat**

Vietnamese TV Embarks on Reality TV



Select staff from Vietnam Television (VTV) participated in a training workshop on reality TV formats held in Hanoi from 24 May to 3 June 2011. Benoît Chaigneau, journalist and columnist for France Télévisions who specializes in reality TV formats, conducted the workshop, organized by CFI. It was aimed at introducing to the VTV staff various programme formats and come up with suitable reality TV formats for the TV channel.

They worked on writing projects, covering all stages in programme production. By the end of the course, participants designed two original formats. They identified the principles and action before shooting and editing the video teasers using in-house resources, for an adventure programme and a meetings programme.

This type of training on reality TV put forward by CFI may be of interest to TV channels currently searching for new programme formats that can attract viewers, enhance their programme schedules and reach out to a wider audience.

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One More Step Towards
"Asianationality"

The practical section and activity was in place before the end of our first day with the visit to the studio by all the participants as a last minute surprise. All the prior preparations and recommendations were physically present in the biggest studio space of over 365 square meters. These included the cyclorama in place and TV set rostrum, mobile walls and an extensive lighting set up. We were also provided with an OB van parked in the studio, available for all the participants to inspect. Our workstation was set up so that every aspect of the practical side of a real television production unit was present.



We had created a real "live" television production unit with everything and everyone at hand. Rarely does this happen in television as each department is often situated in various locations; studios, production and technical facilities all being in one place, efficiency was the key word.

Thus our objective of synergy and communication was in motion. Each team had provided their 'running order' by mid-morning of the second day with a list of props and requirements for their outdoor shooting slots and cyclorama slots. We reminded the participants on the nature of the workshop and its objectives to create, experiment, and innovate. This was enthusiastically followed by all.

It was a privilege to work with all the team. We appreciated the professional logistics and facilities our host MCOT Television Thailand provided. The participants' open and immediate communication as well as their intense concentration and enthusiasm created a more professional and dynamic workshop.

This workshop generated something bigger than a simple creative experience. The booming global audio-visual market and ever evolving media platforms have made it possible for us to foresee another innovative step towards "Asianationality".

The people from the participating countries with different origins, cultures and languages have created together programs that can be broadcast everywhere in Asia. We are proud to have contributed to this truly innovative approach and we are confident that this exercise will serve as an insight of things to come.

Singapore to Host 20th Public Broadcasters International (PBI) Conference



Over 100 executives from public broadcasters from across the world will meet to discuss the pressing issues facing the industry at the 20th Public Broadcasters International (PBI) Conference to be held in Singapore on 26-29 October 2011. MediaCorp, the leading broadcaster in Singapore, will organize the conference this year with support by AIBD.

PBI began in 1990 as an initiative of PBS, CBC, and TV Ontario in North America, and later it expanded to include international broadcasters BBC, NHK, KBS, SVT, DR, NRK, SABC, RTE, and France Televisions. Since the first event held in 1991, more than 80 broadcasters worldwide have become members of the conference and it has previously been hosted in North America, Africa, Asia and Europe. Membership is open to broadcasters offering programmes and news to all audiences that are required by law to serve general public interest.

PBI 2011 will focus on issues surrounding the digital age and the role of public broadcasters in extreme situations such as earthquakes and other natural disasters. Delegates can look forward to engaging discussions on the impact of new media. Broadcasters will also be sharing their experience in switching from analogue to digital and the strategies that they are implementing as they navigate the digital age. Mr. Masayuki Matsumoto, President of NHK, Japan will be giving a special presentation on Public Service Broadcaster's Role in Extreme Situations and he will also be providing insights on how NHK managed the Great Eastern Japan Earthquake.

MediaCorp Deputy CEO, Mr. Chang Long Jong, says, "New media will continue to shape the societies in which they are deployed, and public broadcasters must stay relevant and exploit such new initiatives while overcoming challenges from daily operations, funding issues and even extreme situations during a natural disaster. It is vital for public broadcasters to continue to study, adapt and respond to the evolving media environment under heavy commercial competition. PBI is an important platform for public broadcasters to debate on issues and challenges confronting the broadcasting industry and collectively share possible solutions to address these challenges."

The keynote speaker is Ms. Paula Kerger, President & CEO of PBS, United States' largest non-commercial media organization with more than 350 member stations throughout the country. Since joining PBS, Ms. Kerger has made particularly strong commitments to the arts, news and public affairs, high-quality content for education, diversity and the use of new technology to bring public media into the lives of all Americans. Her speech will focus on the progress of PBI in the past 20 years.

Other distinguished speakers include:

Mr. Maurice Newman, *Chairman of the Board, ABC (Australia)*

Mr. Gordon Leung, *Deputy Director of Broadcasting (Development), Radio Television Hong Kong (Hong Kong)*

Mr. Phil Molefe, *Acting Group CEO, SABC (South Africa)*

Mr. Yves Rolland, *Vice-President, France Televisions (France)*



Ms. Paula Kerger, President & CEO, PBS





Public Broadcasters International

The annual gathering of the world's public broadcasters since 1991, Public Broadcasters International (PBI) will take place in Singapore from 26 to 29 October 2011. The 20th PBI will be hosted by the country's leading media company, MediaCorp. The conference aims to help broadcasters strategize in all fields of activities and how best to deal with the challenges ahead.

26 - 29 October 2011
Resorts World™ Sentosa
Singapore

www.publicbroadcastersinternational.org

See you at PBI 2011 in Singapore!



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VTV Celebrates 41 Years of Service

On 7 September 2011, Vietnam Television (VTV) celebrated its 41 years since the first television broadcast in 1970 highlighted by the inauguration of its Program Production Center.

Vietnamese Prime Minister Nguyen Tan Dung graced the inauguration ceremony and spoke of the important role of Vietnam Television in the country. He urged VTV to become a powerful TV organization.



Using Japanese ODA loans, the Government of Vietnam invested in the Center, which boasts of a production line and innovative equipment that meet international standards.

VTV started with only one channel broadcasting several hours of programs every day, but with limited coverage. Now, VTV produces 130 hour broadcast /day to service six free to air channels ranging from VTV1 to VTV6, local channels, cable TV system and satellite digital television. Its coverage reaches 100% with satellite digital television and more than 98% with the terrestrial television system.

Taking this opportunity, VTV President Tran Binh Minh said: "with such large scale and technology, the new Program Production Center will help Vietnam Television strengthen its production

capability to become a highly professional television supplier, competitive enough to be a powerful and reputable national television supplier."

Vietnam Television has established and expanded cooperation with international broadcasting organizations and television suppliers, many of which are AIBD members. VTV plans to further develop international cooperation in 2012, particularly in the areas of program exchanges, human resource development, and program co-production.



FBC Broadcast Journalists Train as Multimedia Reporters

In preparation for its television launch in 2011, Fiji Broadcasting Corporation (FBC) is building the capacity and skills of its news reporters to become multimedia reporters. Their training aims to ensure that FBC is in a position not only to report news but also to offer quality news bulletins for its new television service.

Former TVNZ Producer Mark Hannan is working with the Fiji Broadcasting Corporation to train these news reporters. He is sharing his three decades of radio and television experience. With the completion of the eight week training, Hannan is confident local reporters largely made up of radio journalists can perform to international standards.

With some of the best reporters in the field, FBC hopes the training will put them in a good stead as FBC heads into television.



Journalists are being trained about the basics including the use of video cameras to enable them to be multi-skilled in today's growing multimedia environment. Editing, live reporting and voice over's among a long list of skills television reporters will acquire.

FBC News Director Stanley Simpson together with his team of 16 reporters are quickly adapting to being both radio and television journalists.

FBC News currently produces hourly news bulletins and current affairs in three languages for its six radio stations.



Fiji
Broadcasting
Corporation

Radio Veritas Asia

Gets Ready To Launch Interactive Website

Listeners asked and Radio Veritas Asia (RVA) listened, and within this year, Asia's Catholic shortwave station is set to launch a whole new website, which will be home to the various productions of the many RVA language services. Moving forward from the regionally-beloved broadcasts in Bengali, Chin, Filipino, Hindi, Hmong, Kachin, Karen, Khmer, Mandarin, Myanmar, Sinhala, Tamil, Telugu, Urdu, Vietnamese and Zomi-Chin, the new multi-user, multimedia and multi-language RVA website, www.rveritas-asia.org will host the broadcasts both in streaming and downloadable mp3 podcast versions, compatible with computers and most portable media players. In addition, the new website will also include transcripts and news articles pertaining to the radio features themselves.

The Website will include language-specific forums where listeners may hold discussions on program topics and current events, and a host of different means of feedback, from simple comment forms to digital voicemail. Listeners may also opt to receive e-mail updates that will alert them of upcoming programs on weekly schedules. RVA is also working on integrating its social media platforms, increasing interactivity with its listeners. Soon, listeners will be able to catch RVA on Twitter and Facebook.

RVA will also be catering to the increasing number of people who are using their smart phones and devices instead of computers to access the internet. It will develop exclusive apps that will allow listeners to get listen to RVA anytime, anywhere with just a push of a button.

Radio Veritas Asia has been serving the continent and the world faithfully with its shortwave service for over 40 years. Dubbed "the missionary of Asia" by the late Pope John Paul II, it has become a beacon of hope and faith for both Christians and non-Christians with its uplifting, inspiring and educational programs. Now RVA is taking an important step to reach more listeners worldwide with the Radio Veritas Asia Website and Radio Veritas Asia Mobile.

Please bookmark and visit www.rveritas-asia.org for details, and stay tuned to the upcoming announcements.



Radio Veritas Asia to launch interactive website

Demands of a Successful Website

By Mr. Holger Banko, AIBD, IT Manager

The broadcaster is facing more and more challenges in the computer age, particularly the pervasive influence of the internet. This was the focus of a new media workshop ABU and IRIB organized in Tehran from 9-11 July 2011 with support from AIBD. Thirty IT decision makers from across Iran participated in the workshop that examined, among others, the demands of creating a successful website.



Today the website visitor is expecting a lot more than some written text on a white background especially when he is visiting the website of a TV station. He expects some online video content, related to the TV program. But not only that, he wants to interact on the contents he is consuming with his social networks. To facilitate all this, a reliable IT infrastructure is vital. Utilization of famous social network platforms and storing contents in the

cloud, to make them accessible with an adequate speed, can be the key to the success.



Mr. Holger Banko at the workshop

China Radio International Celebrates its 70th Anniversary

China Radio International (CRI) is China's only state-level radio and television media organization specializing in international communications. Founded on December 3, 1941, CRI aims to introduce China to the rest of the world, introduce the world to China, report global affairs to the world, and promote understanding and friendship between the Chinese and peoples from other countries.



Chinese President Hu Jintao (left) and Lao President Choummaly Saygnason at the launch of CRI Vientiane FM93



CRI President Wang Gengnian

CRI has undergone a great transformation from a traditional single-platform media organization using short wave broadcasts to an international multimedia entity that incorporates all mass communication means.

At present, CRI broadcasts in 61 languages with a daily total of 2,700-plus programming hours. CRI has nearly 70 overseas, full frequency radio stations and 18 global Internet radio services. CRI has six overseas main regional bureaus and 32 overseas bureaus. It is a platform that incorporates the greatest number of communication means in China and includes the greatest number of language services among global media organizations.

China International Broadcasting Network, or CIBN, was established on January 18, 2011. CIBN relies on the increasingly developing internet and mobile communication technology to interact with a global audience through multi-lingual, multi-type, multi-terminal forms of communication, and covers a wide range of online audio-visual programs, mobile radio and TV, internet TV, IPTV, CMMB and other new media forms.

The establishment of CIBN marks the all-round entry into the new media field by CRI. CRI has thus taken a decisive step towards establishing a modern, comprehensive and innovative international media group.



Launch of China International Broadcasting Network (CIBN)



CRI President Wang Gengnian (right) Meets with AIBD Director Yang Binyuan

During the next five years and beyond, CRI will further accelerate the transformation of its media business and work hard to build itself into an international media group supported by modern technology through comprehensive communication channels. It will focus on new media as its developmental core backed by a solid financial footing, a large number of language services for a broad and diverse audience, and a powerful influence that extends around the globe.

China Radio International

Your bridge to China and the world.

- has a history of 70 years
- broadcasts in 61 languages
- more than 50 FM/AM stations around the world



Regional Workshop on Convergent Journalism

By Mr. Marcel Gomez, Programme Manager, AIBD

A group of 12 senior news journalists gathered from 11 to 15 July 2011 at AIBD headquarters in Kuala Lumpur, Malaysia, for a week-long workshop on convergent journalism conducted by the University of Queensland's expert in convergence, Dr. John Cokley.

The participants – including two women – arrived from Bhutan, Cambodia, Macau, Nepal, Sri Lanka, Vietnam, Saudi Arabia, India, Bangladesh, Qatar and Jordan. Their job roles ranged through reporters, producers, to news directors.

Dr. Cokley, an Australian and a regular consultant for AIBD, had presented other workshops since 2007 in Tehran, Delhi and Kuala Lumpur. This workshop was the first to be jointly arranged by AIBD (Asia-Pacific Institute for Broadcasting Development), the ABU (Asia-Pacific Broadcasting Union) and ASBU (Arab States Broadcasting Union). AIBD Programme Manager Marcel Gomez managed the event.



During the workshop, at the AIBD training complex, Dr. Cokley led the participants through a process of studying new converged journalism publications, new ideas in audience studies, and how journalists could combine these two into successful new convergent news outlets.

By the end of the week, the reporters, producers and news directors – who had previously never (or hardly ever) handled a camera or a sound recorder, and not completed any hands-on technical editing of pictures, video or words for a story – had successfully interviewed and recorded personalities and stories of their own from the KL area, edited them into a unified package and uploaded and published them to new sites on the World Wide Web. Success!

At the concluding ceremony, each student presented his or her news website on a 'big screen' and explained how it had been produced. Present to witness the demonstration were AIBD Director, Mr. Yang Binyuan, and the head of ASBU television, Ms. Jalila Kara, from Tunisia.

A key aspect of the course was learning the convergent journalist's new task of fitting new digital news delivery channels to each individual audience. Dr. Cokley presented the students with his specially-devised concept of the "audience soundtrack" and how studying what goes on in audience communities' everyday lives can help journalists adjust how and when they produced bulletins, and what content can be included.

Dr. Cokley also introduced his students to the world of content-managed free websites such as Wordpress, Wix and Blogger, where companies, NGOs and citizen journalists are publishing content more and more each day. It's fair to say this was "a revelation" for all.



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

Forming a New Way of Learning through Broadcasting

The growing phenomenon of human mobility has forced people to do multiple activities at different locations at the same time. It was Sultan Agung Islamic University (UNISSULA), an AIBD affiliate member, that understands this new challenge and put some great effort to make it happen.

Since it officially launched the Digital Multimedia Broadcasting (DMB) technology in November 2010, UNISSULA has formulated some strategies on how DMB technology can make the impossible happen. The human changes in lifestyle show the need for simplicity and promptness. These characteristics are embodied in the form of a technological revolution in education. DMB tries to redefine the meaning of a 'classroom.'



UNISSULA is trying to introduce a new concept of interactive and efficient classrooms which facilitates the teaching and learning process involving digital television broadcasting technology. The real time based technology can present both learners and educators the similar concept of conventional classrooms, only that the new concept is much better. Why? The students can 'bring' classroom into their favourite café enjoying a cup of coffee or dinner at home. Anytime, anywhere and at whatever condition, you can access the lessons. Studying is no longer boring.



Prof. Dr. Laode
M. Kamaluddin,
UNISSULA
President

Prof. Dr. Laode M. Kamaluddin, UNISSULA President, was the brain behind the development of the DMB technology for education purposes. Since

the very beginning, he has successfully captured new business opportunities to address the need for educational reforms, particularly in Indonesia.

UNISSULA has recently conducted a series of DMB infrastructure development. A transmitter became the basis of the most important device in this development. The university will also set up other infrastructures such as servers and receivers, which constitute the first stage of development. The advance infrastructure requires advance human resources and practitioners; senior lecturers, administrative personnel, even the students themselves.

To provide adequate technology literacy, UNISSULA encourages every academician to think out of the box. Juniors assist seniors to access paperless systems. The ICT team introduces the necessity of technology to both freshmen and sophomores and officials collaborate to minimize risk and ensure success.

UNISSULA hopes that the pilot project will inspire other institutions particularly schools and universities to have faith on own ability, take the risk, conquer the challenge, and dare to dream. But not just a dream, try to prove it!

Deutsche Welle Presents New Television Services in Arabic



DW-TV ARABIA now offers six hours of programming in Arabic.

Deutsche Welle began broadcasting its new television channel for the Arab World on 12 September 2011. Audiences from Morocco to Oman can tune in to a six-hour block in Arabic – always in primetime throughout the region. DW-TV ARABIA will continue to inform its viewers about the most important developments in Arab countries, Germany and the rest of the world.

Deutsche Welle began broadcasting its new television channel for the Arab World

on September 12, 2011. Audiences from Morocco to Oman can tune in to a six-hour block in Arabic – always in primetime throughout the region. DW-TV ARABIA will continue to inform its viewers about the most important developments in Arab countries, Germany and the rest of the world.

Deutsche Welle has introduced new regionalized productions to help improve the connection to its viewers around the world. Germany's international broadcaster is offering the possibility to engage in dialogue about regional issues – especially with its talk shows with

representatives from Germany and the Arab World.

DW-TV ARABIA will now broadcast a block of programming in Arabic during primetime. English-language programming will complete the channel's 24-hour line-up.

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ASBU Promotes “Public Service” Role for Radio and TV

The Arab States Broadcasting Union (ASBU) has been active advocating the change of the role devoted to public radio and TV channels in several Arab countries from a “government facility” to a “public service” tool. Several activities and initiatives supported the new trend.

In a changing political and social landscape in the Middle East and North Africa, ASBU felt the urgent need to meet the challenges brought about by the Tunisian and Egyptian unfolding revolutions, at least as far as broadcasting media are concerned. National radio and TV channels found out that they were far from being properly equipped to play the emerging role they have to take on.

One of their initial initiatives was to look around and see how others responded to the major question, “how to serve the public, not the government?” Several international and regional organizations, including ASBU, responded to the call and offered help. As early as June 2011, UNESCO, the European Broadcasting

Union (EBU), France Televisions and ASBU, met in Paris with international experts and professionals to support improving public media in Tunisia and Egypt.



Mr. Salah Eddine Maaoui, ASBU Director General

In his address, Salah Eddine Maaoui, ASBU Director General, highlighted the three fields his organization was prepared to cover in its action in favor of its two member corporations – training, technical and logistics support in covering major events including elections, and fostering support to them among other member corporations.

Maaoui also reviewed the developments occurring throughout the Arab region before the ASBU Executive Council meeting held last June. He underlined their impact on Arab joint action, as well as on ASBU's future work plan. He stressed the fact that such events deeply affected ASBU's schedule of activities for the beginning of the year.



With the election of a constitutive council in Tunisia on October 23, ASBU started implementing its promises. It renewed full determination to assist its member corporation, the Tunisian TV, in ensuring professional coverage of the elections, as addressing needs related to technical equipment, logistics and training technical and media human resources.

Two training sessions on election reporting and hosting political talk shows took place in mid-September to benefit Tunisian journalists. Production, transmission and booking equipment are also made available to the Tunisian TV channel to ensure success for the election coverage.



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Deutsche Welle Presents New Television Services in Arabic

The core of the new DW-TV ARABIA schedule will be made up of four 30-minute segments of “Journal” – Deutsche Welle's news flagship. There will also be Arabic versions of “Arts.21” and “GLOBAL 3000”. In addition to “Quadriga”, there will be four new talk shows added to the mix. These will all be conducted and broadcast in Arabic and offer viewers the chance to participate while shedding light on the changes in the Arab World.

The target audience for DW-TV ARABIA is made up of viewers in the Arab world who are interested in Germany and the German position on international and regionally-relevant issues and who expect reliable information about their own country from Deutsche Welle – Germany's international broadcaster. “With DW-TV ARABIA's consolidated schedule, we are offering attractive programming in Arabic for our target audience between Morocco and the UAE,” says Deutsche Welle's Director of Television, Christoph Lanz. “In an era of such political instability, we are meeting the needs of our viewers by offering reliable news, insights and information.”

Deutsche Welle began broadcasting in Arabic in 2002 with a two-hour block, which has been continuously expanded over the years. DW-TV ARABIA can be received via Nilesat and Arabsat / Badr 4 between Morocco and Oman as well as in Europe.



ASBU has called on several of its members to encourage them to technically support their Tunisian counterpart. Furthermore, ASBU offered its well-equipped headquarters in Tunis to host training sessions and coordination meetings that other world bodies will organize to support Tunisian TV.

Finally, the annual “professional debate”, which will accompany the ASBU General Assembly scheduled for December 2011, will be devoted to improving the public audio-visual media system in the Arab region.



KBS Recruits a Person with Disability as News Anchor

KBS recently appointed Mr. Lee Chang-hun, 27, who is totally blind, as news anchor. At the ceremony of appointment held at KBS in Seoul on 25 July 2011 were members of the KBS Executive Body including President & CEO, Dr. Kim In-kyu.

It was the first time in Korea that a terrestrial broadcaster employed a person with disability as news anchor. Five hundred and twenty three in total applied for the post, and Lee, who at the age of seven lost his sight completely due to encephalomeningitis, was picked. The decision to hire a person with disability for news anchor was consistent with the goal of public service broadcasting, which is to pursue a society where prejudice and discrimination do not exist.



Since 2007, Lee has been working as newsreader for Korea Blind Internet Cast, a web based radio service for the blind. After three months of training, Lee will appear on KBS news programs.

To acknowledge the efforts of KBS to reduce prejudice against persons with disability, Chin Soo-Hee, Minister of Ministry of Health and Welfare, presented an appreciation plaque to KBS on 7 September 2011.

At the appointment ceremony, the Minister handed over a plaque to Dr. Kim In-Kyu, and said that KBS is playing a leading role in delivering the values of no discrimination and no prejudice against the socially marginalized.

Media Quality Management ISAS BCP 9001

By Professor Louis Balme, Vice President ISAS (International Standardization and Accreditation Services) Office for Western Europe

The workshop on Media Quality Management hosted by Vietnam Television (VTV) with the support of AIBD and the Media and Society Foundation concluded recently in Hanoi. The workshop was conducted at the VTV headquarters for VTV staff from September 20 to 22.

Given the diminished credibility of the media, manipulation by government and industry sectors, economic pressures and new technologies, the broadcast media is faced with new and unprecedented challenges. To help respond to these challenges, the Media and Society Foundation, in cooperation with ISAS, has developed a quality management standard based on the ISO 9000 family, specifically for the media: ISAS BCP 9001: 2010 covering the management needs of the press as well as those from broadcasters and Internet content providers.



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Today's media are facing four major challenges:

- dwindling credibility;
- manipulation and/or control by government and industry;
- strong economic pressures; and a
- changed landscape due to the introduction of information and communication technologies (ICT's).

To help media to face these crucial challenges, the Media and Society Foundation, in cooperation with ISAS, has developed a quality management standard based on the ISO 9000 family, specifically for the media : ISAS BCP 9001: 2010 covering the management needs of the press as well as those from broadcasters and Internet content providers.

The MSF standard includes all ISO 9001: 2008 requirements. Additional requirements, specific to the media

industry, cover the following aspects :

- ethics
- quality of information
- quality of content in general
- transparency of management
- human resources
- measurement of audience/ readership size and satisfaction
- technical infrastructure
- work organization
- suppliers and subcontractors
- independence (relations with owners, the public, announcers, public as well as religious and military authorities, etc.)

The benefits a media can expect from the implementation of the standard are significant:

- A common and shared vision of the organization
- Written procedures covering all identified risks
- Effective mechanisms for identifying

and correcting errors

- Better monitoring of performance through appropriate indicators, understood and accepted by the staff
- Increased audience satisfaction
- Responsiveness to feed- back from readers, listeners, viewers and other stakeholders
- Greater credibility with viewers, listeners and advertisers
- Better motivation of staff
- Clear job descriptions and responsibilities
- Cost saving in production processes and less waste of resources

Currently, more than 50 media worldwide are implementing the ISAS BCP9001 standard, 7 of them being certified by an independent certification body (Ethics S.A.).

New Photo Walls at AIBD

As part of a wider initiative to reflect its new direction, AIBD recently introduced a series of photo walls in the corridors of its office headquarters in Angkasapuri, Kuala Lumpur.

The series of nine photo walls include photomontages of 2011 Asia Media Summit, AIBD General Conference, training activities, international partnerships, AIBD's internal developments in the year 2010/2011 as well as a large AIBD logo wall.



RTHK Entering A New Era

Following the completion of a Public Service Broadcasting (PSB) Review initiated by the Hong Kong Special Administrative Region Government five years ago, the administration announced a comprehensive package for Radio Television Hong Kong (RTHK) in 2009. Good progress has been made on all fronts over the past two years.

The role of RTHK as a Government department and a public service broadcaster in Hong Kong has been further consolidated, with its editorial independence enshrined through the signing of the RTHK Charter in August 2010. A Board of Advisors was appointed in September 2010 and has since met several times.

Good progress is also being made in offering the public digital audio broadcasting (DAB) services. In collaboration with commercial DAB operators, RTHK is now constructing a transmission network, with a view to launching five DAB channels in November 2011.

In addition, RTHK is continuing to set up its own digital terrestrial television (DTT) transmission network. The aim is to start technical trials in mid-2012. At the same time, RTHK is preparing for the launch of its own TV channels, which will mean increased output. At the same time, RTHK's TV Division is exploring cost-effective methods to acquire more non-commercial programmes and local and international footage, which is suitable for the Hong Kong audience. This would be achieved through program exchanges, re-packaging and footage re-purposing.

To accommodate these new projects, the Hong Kong government has secured a site for the construction of a new RTHK broadcasting complex in Tseung Kwan O, a new town in Hong Kong. A preliminary technical feasibility study for the project has been completed, and detailed planning for the project is now underway.

RTHK is in the meantime embarking on various upgrading projects to modernise its production systems. For example, a digital media asset management (MAM) system is being developed to store RTHK's archives from the past 80 years or so. Computer systems are being put on stream and restoration work is being taken forward step by step.

Recently, Mr. Roy Tang has assumed the office of Director of Broadcasting, to take the lead in meeting the many challenges arising from the enhancement of RTHK operations and services. Manpower at the top level has been strengthened in other ways. A three-year supernumerary post of deputy director has been created. The Deputy Director of Broadcasting (Development), Mr. Gordon Leung, and the Deputy Director of Broadcasting (Programmes), Mr. Tai Keen-man, will now help Mr. Tang in carrying out vital work at the directorate level.



Directorate Members of RTHK

On a whole, RTHK is ready to enter a new era, with the scope of services in both the radio and television divisions expanding and improving. It is fortunate that RTHK is receiving considerable amounts of resources and financial support, without which the above plans might never move forward. However, as the American journalist George Horace Lorimer once said, "It's good to have money and the things that money can buy, but it's good, too, to check up once in a while and make sure that you haven't lost the things that money can't buy." RTHK will endeavour to keep fulfilling its vision, mission and values.



Present Broadcasting House of RTHK



Mr. U Win Maw, Chief Executive Officer (MRTV-4) in front of the Photo Wall



Representatives of Universiti Utara Malaysia (UUM) Visit AIBD

AIBD Members, Partners and Staff

Doordarshan Appoints New DG



Tripurari Sharan has been appointed Director-General of Doordarshan for the next three years. Sharan, 50, takes over from LD Mandloi, who was the acting Director-General.

Sharan previously served as a director with the Film and Television Institute of India in Pune. Prior to his latest appointment he served as principal secretary, food and civil supplies. He was also managing director of the Bihar State Film Development Corporation.

Prasar Bharati is a statutory autonomous body established under the Prasar Bharati Act and achieves its broadcasting objectives through All India Radio and Doordarshan.

MediaCorp Appoints New CEO



Singapore's MediaCorp has appointed **Shaun Seow** as its Chief Executive Officer and Board Director.

Seow has been MediaCorp's Deputy CEO since 2005, overseeing a range of business lines spanning television, radio, print, interactive and outdoor media. His appointment in early July 2011 followed an intensive executive search to fill the MediaCorp CEO position after Lucas Chow resigned from that position in January 2011.

Seow began his media career as a newspaper journalist at Singapore Press Holdings and Japan's Nihon Kezai Shimbun, before switching to Television Corporation of Singapore. There, he worked as a news director and TV host, and was instrumental in launching Channel NewsAsia internationally. An Eisenhower Fellow on US media studies, Seow read Economics at Cambridge University in Britain on a President's Scholarship.

New RTHK Boss Appointed



Roy Tang Yun-kwong took up the post of Director of Broadcasting at Radio Television Hong Kong (RTHK) on 15 September 2011.

The post was vacated by Franklin Wong Wah-kay upon completion of his service contract in February.

Tang, 47, who was Deputy Secretary for Labour and Welfare, is a seasoned Administrative Officer with rich experience in public administration and proven leadership and management skills.

The Hong Kong government earlier conducted an open recruitment exercise but could not identify a suitable candidate to fill the Director of Broadcasting post.

New CEO at PNG's EMTV



Bhanu Sud is the new Chief Executive Officer of Papua New Guinea's only commercial television station EMTV. Its parent company is Media Nuigini Ltd. (MNL), a subsidiary of Fiji Television Limited, which is an AIBD member.

Sud's skills in cross-cultural team leadership and his good standing and popularity in the local community did not escape Mr. Kuaora Muaor, MNL Chairman, who appointed him to the post. He was tasked to canvas local opportunities for growth.

Sud held executive management roles in other PNG and international companies including Steamships and Swire Group. As EMTV CEO, he will be concerned not only with the bottomline but also with tapping media in nation building.

New AIBD Programme Manager



Ms. Geraldine Mouche joined AIBD as Programme Manager in 2011. Her areas of interest include video production, marketing and communication.

Geraldine has an in-depth experience in development and production of media projects, and in promotion and advertising. She started her career as CD-ROM Project Manager at Marshall Cavendish Editions before joining a leader in cable TV in France, Numericable, as Promotion and Advertising Officer.

After those two complementary experiences, she was appointed Audiovisual Project Manager, in charge of DVD and Blu-ray, for the French Cinema Publisher and Distributor Metropolitan Filmexport, in collaboration with American majors as New Line Cinema. In particular she worked during three years on the French Edition of The Lord of the Rings.

Geraldine holds a French Bachelor's degree in Communication and a Master's degree in Corporate Communication from the University of Poitiers in France.

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