

RadioAsia 2005

Asian Radio at the Crossroads: A New Paradigm in the digital age

Organised by:



In partnership with:



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In conjunction with:

BroadcastAsia2005

The RadioAsia Conference 2005 is the first of a planned annual conference on radio in Asia. Despite the growth and proliferation of other new media in Asia, radio continues to play an important role in reaching out to communities. As such, this annual conference would serve as a focal point for the exchange of ideas and concepts and the sharing of information on successes achieved. Participants will also be able to conduct business and network with industry peers.

RadioAsia will bring together leading radio practitioners, communication specialists, policy makers and academics from the Asia Pacific. Some 40 eminent speakers specialising in various aspects of radio and communications will be present to share their perspectives.

The three-day event, which includes a two-and-a-half-day conference and half-day workshops on the third day, will highlight the power of radio and the influence that it still exerts despite pressures from new media. It will also examine how radio can continue to play a vital role in reaching out to the masses in the dissemination of information, and promote regional development.

Key issues that will be discussed:

- Development of Radio: Industry View
- Crisis and Conflict Communication
- Digital Radio
- Audience Research and Radio Advertising
- Radio Regulation
- Radio and Youth
- Development Communication:
People's Voices and Community Radio

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15-17 June 2005

In conjunction with

BroadcastAsia 2005

Level 2

Singapore

Exhibition Hall

Who should attend?

- Media professionals
- Policymakers and planners
- Academics
- Researchers
- Radio advertising executives
- Media and communications students
- Public relations executives
- Consultants & specialists
- Civil society organisations

Registration Fees

ABU/AMIC Members

- Early Bird (till 13 May)
SGD \$150
- Regular (till 6 June)
SGD \$225
- On-site
SGD \$300

Non-members

- Early Bird (till 13 May)
SGD \$225
- Regular (till 6 June)
SGD \$300
- On-site
SGD \$375

The registration fees cover the two-and-a-half day conference and the half-day workshops, including daily morning and afternoon tea/coffee breaks as well as conference papers. Lunch is not included, but is available from various outlets in the Expo centre. All delegates will receive an invitation to the networking cocktail function being sponsored by Commercial Radio Australia (CRA) on the evening of the first day of the conference.

Cancellations are non-refundable, although participants can be substituted at any time.

International journalism prize for 'green' media summit



The International Media & Environment Summit (IMES), to be held this year in Kuching, Malaysia, has been selected to host the presentation ceremony of the Biodiversity Reporting Award.

The nine national winners of the internationally recognised award will be flown in from Madagascar, Brazil, Bolivia, Colombia, Ecuador, Guyana, Peru and Venezuela for the event.

Last year, Princess Takamodo of Japan presented the Award at the Third IUCN World Conservation Congress in Bangkok, Thailand.

The environmental journalism competition for the Biodiversity Reporting Award is coordinated by Conservation International (CI), International Centre for Journalists (ICFJ), International Federation of Environmental Journalists (IFEJ) and Fundación Biodiversidad of the Spanish Ministry of Environment.

The presentation of the award during IMES, held from 30 November to 2 December 2005, will give the winners the opportunity to interact with other environmental journalists from various parts of the world.

The summit aims to develop three bridges: between media professionals and conservationists, between the East and the West, and between the public and the private sectors.

It is being organised by News World Nature, which is part of News World International, and strongly supported by the ABU.



A panoramic view of the city of Kuching in Malaysia which will play host to the International Media & Environment Summit

News World International Managing Director, Alexander Thomson, said: "The involvement of CI, ICFJ, IFEJ and Fundación Biodiversidad – all globally recognised, well-respected and independent institutions – guarantees the award's prestige and credibility among the international media."

Capacity building

According to CI's Vice President for Global Awareness, Haroldo Castro, the award aims to "build the professional capacity of the environmental journalists by giving them the life-changing opportunity of participating in an international congress".

"Attending the IMES in Malaysia will be an extraordinary opportunity for our winners to meet colleagues and to share professional experiences," said Mr Castro, who is also the Executive Director of the award.

News World Nature hopes that the presence of the Award winners in Kuching will help develop links

between the best media professionals and leading environmentalists which is one of the key goals of the event.

"Their presence will also help to build bridges between different biodiversity-rich regions around the world, such as Africa, Latin America and Asia," said Mr Thomson, a former Bureau Chief and Editor with the British Broadcasting Corporation.

"News World has been deeply committed to fostering new ways of creating dialogues and networking; and Malaysia itself has always believed in deeper South-South understanding," he added. □



The orangutan is a protected species unique to the jungles of the island of Borneo where Kuching is located

ABU staff joins IOC RTV Commission

John Barton, the ABU's Sports Department Head, will join other distinguished broadcasters from around the world on a key body of the International Olympic Committee.

Mr Barton has been appointed to the influential Radio and Television Commission, and will represent the broadcast interests of members in 27 territories in the Asia-Pacific region.

ABU Secretary-General David Astley said the appointment was just recognition of the growing importance of the ABU in Olympic programming and distribution.

"John's role will be to put forward the concerns of our members, and their hopes and expectations for future Olympic Games," Mr Astley said.

"His elevation to the committee is very timely especially as our members



John Barton

in China will be heavily involved in the broadcast of the Beijing Olympic Games in 2008," Mr Astley added.

The IOC said that the RTV Commission was responsible for advising the organising committees of the Olympic Games and the Olympic Broadcasting Organisations on how to provide the best possible working conditions for broadcast media.

By ensuring the media enjoyed the best working conditions, the RTV Commission played a key role in the worldwide dissemination and promotion of the Olympic Games and Olympic values. □

RNZ and ABU to study DRM implementation strategies

Radio New Zealand (RNZ) has launched a project to investigate the appropriate Digital Radio Modiale (DRM) implementation strategies for radio broadcasters within the Asia-Pacific region.

This initiative is being carried out with the co-operation of the ABU, Thales Corp and THL-Australia.

The technical investigation, which started in April in Wellington, is being carried out on digital radio transmissions in the medium wave band using the DRM digital system.

An analogue medium wave radio transmitter of RNZ has been converted for digital transmissions especially for this project.

This is to facilitate investigations on simulcast transmission of analogue and digital radio programmes.

A Digital Radio Symposium and Demonstration was also organised as part of the project.

Around 70 experts from the radio industry in the region met from 27-29 April to provide technical information on digital radio and the conversion of transmitters from analogue to digital mode.

The symposium aimed to provide an opportunity for the participants to carry out measurements of various technical parameters.

The event culminated with a field measurement trip on 29 April. □

TV to reach 600m homes by 2010 in the region

TV households in Asia Pacific are expected to rise by 30 percent to reach 600 million by 2010.

The projected growth includes 280 million (46 percent) households being equipped with some form of cable television – either digital or analogue.

A report by Informa Telecoms & Media said China is expected to have around 365 million TV households in five years' time, followed by India with 97 million.

"Cable remains the region's dominant platform, but there has also been significant progress in the rollout of digital satellite," said Adam Thomas, the author of the report. □

TVNZ joins ABU rights pool for Torino Winter Olympics

The ABU is mounting its biggest coverage of a Winter Olympic Games following the inclusion of New Zealand in its list of licenced territories, Secretary-General David Astley has said.

New Zealand's TVNZ joins CCTV-China as the key broadcasters in the ABU rights pool for Torino 2006.

"This is a great breakthrough for the ABU to be able to represent New Zealand and thus increase the strength of our Winter Olympics pool," Mr Astley said.

The ABU has been trying to boost the strength of its sports pools for major events for some years, and the effort is now paying off.

"It is evident from anyone who saw our coverage of the Athens 2004 Olympics that the ABU is a world leader in terms of coverage and transmission.



TVNZ's Keith Catchpole and John West are amongst the delegates looking over one of the brand new media villages in Torino which will house their technical and production staff

"In partnership with TVNZ, the ABU broadcast almost 4,000 hours of Olympic programming in Athens.

"That is a major achievement matched only by the world's largest broadcasters," Mr Astley said.

The multi-channel concept which had worked so well at two Summer Games was a broadcast asset that the ABU was carefully husbanding.

"You will see it deployed in Torino next year, and also at the Commonwealth and Asian Games," he added.

The successful conclusion to the rights agreement with the International Olympic Committee well in advance of the Torino Games would also assist the ABU in 'selling' the event to its other members.

"The IOC has recognised that the event needs to be heavily marketed and promoted in Asia, since very few countries in our region have a winter sports programme.

"However, there has been strong interest from our members to gain access to our multi-channel feed for key events such as figure skating, ice hockey, ski jumping and the downhill and slalom competitions," Mr Astley said. □



Delegates to the Second World Broadcasters Briefing in Torino inspecting the Palavello Venue, which will host figure skating and hockey events

Broadcasters are assured of successful Winter Games

– despite budget woes and sacking of Torino CEO



Piazza Castellano, where 50 medal presentation ceremonies will be held. It is one of the city's most beautiful piazzas where the tagline is 'passion and participation'

Within days of hosting the world's broadcasters in Torino, Italy, for briefings on the planning for next year's Winter Olympic Games, the organising committee's CEO and his deputy were both dismissed from their posts.

But delegates to the Second WBM have been assured that all was well within the organising committee (TOROC), in spite of budgetary problems and a delay in construction works at the main stadium.

TOROC President, Valentino Castellani, told broadcasters that nearly 80 percent of the building

and refurbishment work had been completed, and test events had also been very successful.

Operational difficulties

In a prepared statement, Mr Castellani said there had been divisions within the organisation which had created a situation of serious operational difficulty, and for which he had to find an immediate solution.

"TOROC requested Chief Executive Officer Paolo Rota to hand in his mandate to enable organisers to resolve the organisational difficulties that have characterised the past months of work," the statement read.

"With only 340 days to go to the Opening Ceremony, it was necessary to bring the entire structure back to a unity of intents and to find again the full agreement and commitment of everyone," said Mr Castellani.

The Italian Government also moved quickly to calm the nerves of the IOC and sponsors alike by saying that they would step in to cover any budget overruns. These are estimated to be running at around US\$194 million (Euros150 million).

"The people of Torino and throughout Italy are firmly behind the games and the organising committee," Mr Castellani added.

He said the Italians would share in a fantastic legacy with new highways, sports venues, communications and accommodation blocks.

After much debate, 50 medal presentation ceremonies at the Winter Games will be conducted in the historic Piazza Castellano, the delegates were told. The remaining 34 would be held immediately after the event at the specific venue.

The choice of Piazza Castellano would add great atmosphere to the occasion and would provide broadcasters with excellent pictures, TOROC said.

HDTV increase

The President of Torino Olympic Broadcast Organisation (TOBO), Manolo Romero, said the Games would be a further benchmark in the provision of high-definition signals from selected venues.

“We will utilise HDTV signals in seven venues, including the ‘Stadio Olimpico’ for both the opening and closing ceremonies.

“In addition HDTV signals will also be produced for hockey, figure skating, ski jumping, speed skating and freestyle skiing,” Mr Romero said.

TOBO, he said, was putting together the most comprehensive coverage of a Winter Games which, apart from the high-definition pictures, would include record venue feeds (all SDI 625/50 and 4:3), beauty cameras (at least eight), a unilateral Vanda from all mountain venues among other innovations and services.

Quality facilities

“We have set aside 3,000 square metres of space for the mountain Broadcast Media Centre, which will also have bookable facilities such as editing and off-tube booths,” Mr Romero said.



Under grey falling skies and a bitterly cold Alpine wind, Italian workmen put a new face on the Stadio Olimpico, the venue for the Games’ opening and closing ceremonies



BIT Media Village is situated just near the International Broadcast Centre and offers excellent accommodation in a peaceful setting beside the River Po

The media villages will accommodate some 17,000 people during the games, including nearly 8,000 broadcast personnel from across the globe.

Most will be housed in seven new or refurbished media villages in Torino, offering three-star services and comfort.

“The villages, from what we saw, are excellent and well ahead of the construction deadlines,” Head of Sport John Barton said.

“Broadcasters will be delighted with the quality of the rooms, the dining facilities, common and leisure areas.” □

RadioAsia 2005 to reinforce relevance of radio

The important role of radio communications in mitigating disasters as well as turning around battered economies will be discussed at the first RadioAsia conference, to be held in Singapore from 15 to 17 June.

A special panel will be sponsored by the International Committee of the Red Cross (ICRC) to mark the recent Asian tsunami tragedy which demonstrated how shortwave radio broadcasts were crucial to disaster alerts and relief efforts.

The ICRC panel will also highlight how radio communication can be used to revive economies in post-conflict countries, an indication that radio is as relevant to listeners as ever.

RadioAsia 2005 – which will be held in conjunction with BroadcastAsia 2005 – is being jointly organised by the ABU and the Asian Media Information and Communication Centre (AMIC), in partnership with Singapore Exhibition Services (SES).

Emerging strategies

The three-day event, which is supported by the Media Development Authority of Singapore, will focus on the impact of emerging and converging radio communications strategies in the Asia-Pacific region.

It will feature speakers and participants from across Asia as well as from the United States and Europe. Selected papers presented at the conference will be compiled into a book and published by an international publisher.

“We’ve received a very encouraging response to this new conference which only shows that there is a need for such

RadioAsia 2005

a conference in this region,” said David Astley, Secretary-General of the ABU.

AMIC Secretary-General, Dr Indrajit Banerjee, said: “Radio is one of the most accessible and widespread media across the world, yet its very ubiquity means it often falls short of recognition. In seeking to redress this imbalance, AMIC is happy to be able to initiate the RadioAsia 2005 Conference, a milestone event.”

The two-and-a-half-day conference sessions will feature issues such as the development of various aspects of radio, people’s voices and community radio, radio and youth, radio regulation and audience research and radio advertising.

Commercial Radio Australia (CRA) will present several papers including “Brand Advertising as Seen on Radio”, “Approaches to Regulation of the Commercial Radio Sector” and “Education and Training for Radio Industry Personnel”.

On the third day, there will be a special cross-media panel session on

the “Future of Radio Broadcasting” which aims to recognise the developments in radio amid a boom of cross-media technologies such as digital mobile broadcasting (DMB).

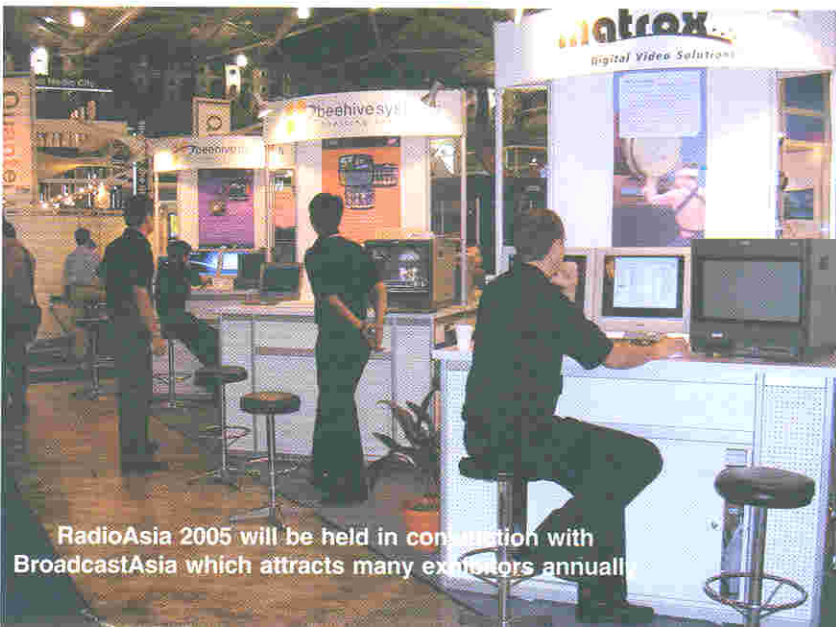
Two parallel half-day workshop sessions will also be conducted by Radio Netherlands Training Centre and Deutsche Welle Academy.

As an incentive to participants and to encourage broadcasters from developing countries to attend this significant event in radio, the organisers have set the conference fees to as low as US\$91 (SG\$150) for early bird rates, valid until 13 May 2005.

Limited fellowships to developing country radio broadcasters are also provided by the organisers with the support of UNESCO and German non-profit institution Friedrich Ebert Stiftung.

Nokia and AMP Radio Networks are the conference’s co-sponsors. The CRA will sponsor a cocktail reception in conjunction with the event.

Those interested in signing up for the conference can visit www.radioasia.org for more details. □



RadioAsia 2005 will be held in conjunction with BroadcastAsia which attracts many exhibitors annually

SBS-Australia to host first Asia-Pacific Film & TV Awards

The proposed Asia-Pacific Film and Television Awards have been further endorsed, with the announcement that Australia's leading multicultural broadcaster, SBS, will broadcast the first awards presentation.

Glenys Rowe, General Manager of SBS Independent, said the network would be proud to take such a major cultural asset to its audience.

"This initiative – which seeks to encapsulate the rich cultural heritage, talent and creative spirit of the Asia-Pacific nations and their presence in other nations – is a good fit with the principals underpinning SBS," she said.

In addition to SBS, Queensland Events is collaborating with independent producer, Nick Murray, of Jigsaw Entertainment to establish a unique style and format for the awards.

Currently under consideration is a television programme which will take audiences into the lives of film and documentary makers, and examine the cultural influences behind their stories.

In September last year in Kazakhstan, the General Assembly of the ABU endorsed a proposal from Queensland Events to conduct a feasibility study into a film and television awards-based programme.

The programme is to be broadcast to a potential audience of over three billion people in the Asia-Pacific region.

When informing Queensland Events of the endorsement by the General Assembly, ABU Secretary-General David Astley said the Union recognised the importance of the awards to cultural

exchange and mutual understanding in the region.

"The ABU will continue to collaborate with Queensland Events to further develop the concept and business model as a broadcast platform," Mr Astley said.

The strength and uniqueness of the proposed awards lie in their enormous broadcast reach – to some 54 countries in the Asia-Pacific region. This initiative would enable the region's film and television makers to take their creations to possibly the largest broadcast platform in the world.



The opera house in Sydney, the host city of the Asia Pacific Film & TV Awards

"The proposed awards will be an event of great consequence for this region," Ms Rowe said. □

Broadcasters' safety under the spotlight

The safety of broadcasters working in dangerous situations will come under the spotlight at an international meeting of broadcasters in Geneva at the end of May.

The World Broadcasting Unions' International Satellite Operations Group, WBU-ISOG, will look at how advanced newsgathering technology allows news crews to operate deep in conflict zones, and what can be done to help ensure their safety.

The group brings together broadcasters, satellite operators and service providers to discuss issues of common concern.

Major broadcasters from Asia and elsewhere will detail their experiences

in reporting from the world's hotspots. Safety training specialists will also speak at the event.

The issue is a pressing one, with International Press Institute figures showing that 78 journalists were killed around the world last year – 27 of them in Asia.

The WBU-ISOG meeting, on 31 May-1 June, will also look at issues such as reducing exorbitant satellite transmission charges by telcos, and curbing the problem of "rogue" transmissions that damage the signals of other broadcasters.

All ABU members are welcome to attend the meeting. For more information, please contact the Secretariat. □

ABU Prizes 2005

Hanoi, Vietnam

26 November 2005

SPECIAL JURY PRIZE – for Radio & TV

From the entries submitted, one prize each will be awarded for Radio and TV entries to recognise creative and innovative works of producers despite the limited resources available to them.

- * ABU Prize trophy
- * For Radio – free enrolment in one Graduate Certificate Course in Commercial Radio Programming, plus an all-expenses-paid trip to Australia
- * For TV – US\$2,000 cash award sponsored by Australian Broadcasting Corporation

RADIO

Drama

Serials/series or a single-episode drama

- * ABU Prize trophy
- * US\$2,000 cash award sponsored by Hoso Bunka Foundation, Japan

Infotainment

Programmes that are informative and are presented in an entertaining manner, including talk radio/quiz programmes and music/variety shows

- * ABU Prize trophy
- * US\$2,000 cash award sponsored by Khabar Agency, Kazakhstan

Children & Youth

Programmes intended for the entertainment and/or education of children (aged up to 12 years) and youth (aged between 12 and 17 years)

- * ABU Prize trophy
- * US\$2,000 cash award sponsored by Korean Broadcasting System, Rep. of Korea

News & Documentary

News reporting, news analyses, current affairs and documentary programmes

- * ABU Prize trophy
- * US\$2,000 cash award sponsored by Tokyo Broadcasting System, Japan

External Broadcasts

Programmes produced for international broadcast and based on the theme "Covering Natural Disasters"

- * ABU Prize trophy
- * All-expenses-paid visit to a member broadcasting station for the winning producer sponsored by BBC World Service, Deutsche Welle and Voice of America

TV

Drama

Serials/series or a single-episode drama

- * ABU Prize trophy
- * US\$2,000 cash award sponsored by Hoso Bunka Foundation, Japan

Entertainment

Any programme format, except dramas, including musicals, music concerts, singing/talent contests, music television, variety, talk shows, game/quiz shows, one-off specials, stage plays, skits

- * ABU Prize trophy
- * US\$2,000 cash award sponsored by Munhwa Broadcasting Corporation, Rep. of Korea

Children & Youth

Programmes intended for the entertainment and/or education of children (aged up to 12 years) and youth (aged between 12 and 17 years)

- * ABU Prize trophy
- * US\$2,000 cash award sponsored by Special Broadcasting Service Corporation, Australia

News & Documentary

News reporting, news analyses, current affairs and documentary programmes

- * ABU Prize trophy
- * US\$2,000 cash award sponsored by Nippon Hoso Kyokai, Japan

Sports Programmes

Live coverage

- * ABU Prize trophy
- * US\$2,000 cash award sponsored by Radio & Television of the People's Republic of China, and Television Broadcasts Limited, Hong Kong

SCHEDULE

Deadline for submission of entries: 15 July 2005
Pre-selection: 11-13 August 2005
Final judging: 21-22 November 2005
Awards Presentation: 26 November 2005

NOTIFICATION & ENQUIRIES

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