



Asia-Pacific Broadcasting Union

# Asia to host global media forum

**T**he third World Electronic Media Forum (WEMF3) will be held in Kuala Lumpur, Malaysia, on 10-11 December 2007, with the ABU among the organising partners.

It is the first time the forum is being held in Asia.

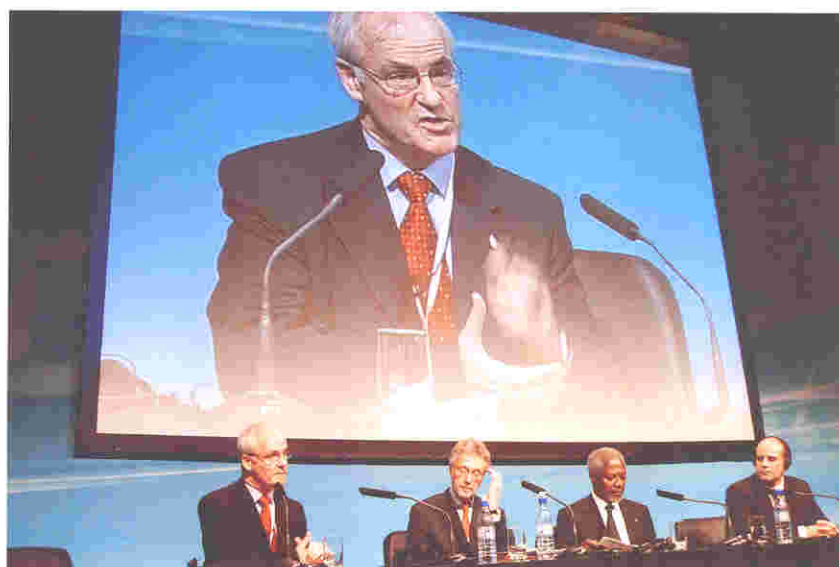
The first and second World Electronic Media Forums were held in conjunction with the World Summit on the Information Society (WSIS) which took place in two phases in Geneva (2003) and Tunis (2005).

The announcement of WEMF3 came from the World Broadcasting Unions (WBU), which is also an organising partner, along with the Asia-Pacific Institute for Broadcasting Development (AIBD) and the Asian Media Information and Communication Centre (AMIC).

The event is being supported the Swiss Agency for Development and Cooperation (SDC) and the Global Knowledge Partnership (GKP) as cooperation partners.

WEMF3 will take place at the new Kuala Lumpur Convention Centre where the GKP's third Global Knowledge Conference (GK3) will be held on 11-13 December.

The SDC will be providing financial assistance to help ensure that speakers and delegates from throughout the developing world take part in both the WEMF3 and GK3 events.



From left: IFJ General Secretary Aidan White, EBU President Arne Wessberg, the UN's Kofi Annan and ASBU President Chawki Hamraoui at WEMF2 in Tunis

The agenda and speakers for WEMF3 will be announced in the coming months.

Secretary-General of the ABU, David Astley, said he was grateful for the support of the SDC and GKP to enable the third WEMF to be staged in Asia, which would benefit the many broadcasters in the developing countries of the region that did not have the opportunity to participate in the first two events in Geneva and Tunis.

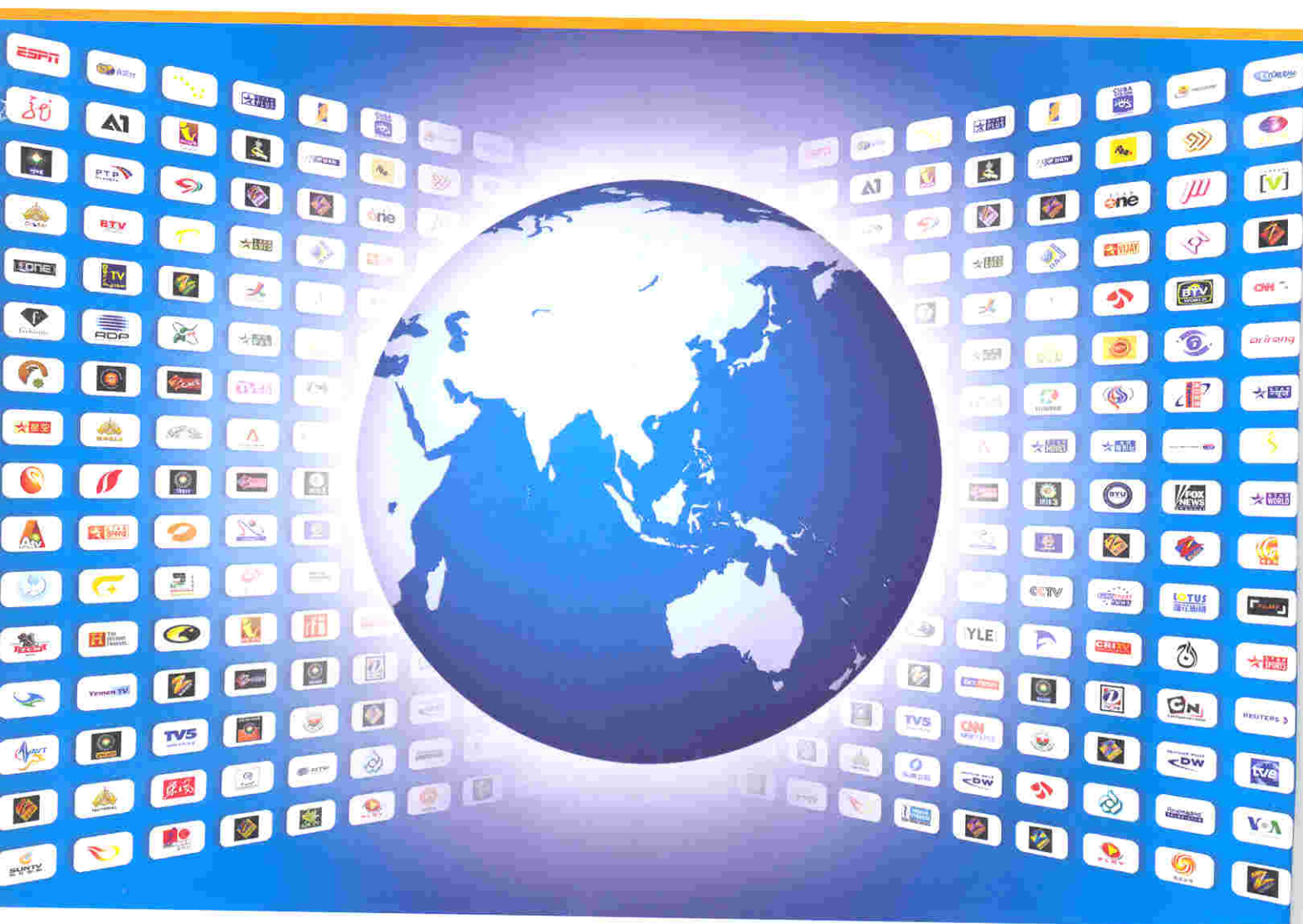
The objective of the WSIS was to bring together heads of state, executive heads of United Nations agencies, industry, media and NGO leaders and others, to share views on how the accelerating convergence between telecommunications, broadcasting multimedia and information and other

communication technologies (ICTs) could best be harnessed to benefit the world community.

The two-day WEMF was held to examine more closely the impact that these changes may have on 'traditional' ICTs such as radio and television broadcasting, and to discuss how the fundamental transformations that were taking place in the global information society may affect the role of the electronic media.

WEMF1 in Geneva affirmed the vital importance of radio and television in the information society and produced a report that was distributed to public broadcasters around the world. WEMF2 in Tunis built on this through discussions on the role of the electronic media in the digital age. □

# AsiaSat Provides the Most Powerful Broadcast Platforms for Asian Audience Access



No wonder many of the world's premier broadcasters choose AsiaSat to deliver their television and radio programming to Asia and Australasia, entertaining and informing hundreds of millions of audiences across 50 countries and regions. Contact AsiaSat and explore more about the benefits of joining Asia's most popular broadcast platforms for Asian audience access.

## Asia Satellite Telecommunications Co. Ltd.

17th Floor, The Lee Gardens, 33 Hysan Avenue, Causeway Bay, Hong Kong  
Tel: +852 2500 0899 Fax: +852 2500 0895 Email: as-mkt@asiasat.com



[www.asiasat.com](http://www.asiasat.com)



© & TM STAR Television Productions Limited 2001 and is used under licence. All rights reserved.

© & TM Channel V Music Networks Limited L.P. 1998 and is used under licence. All rights reserved.

are the trademarks of Phoenix Satellite Television Trademark Limited and are used under licence.



TM STAR Television Productions Limited. Used under licence. All rights reserved.



© & TM STAR Television Productions Limited 2003 and is used under licence. All rights reserved.



© & TM STAR Television Productions Limited 2004 and is used under licence. All rights reserved.



is used under licence. All rights reserved. NATIONAL GEOGRAPHIC CHANNEL and the Yellow Border Design are trademarks of National Geographic Society used with permission.



CNN name, logo and associated elements TM and © 2007 Cable News Network A Time Warner Company. All rights reserved.



CARTOON NETWORK, the logo and all related elements are trademark of and © Cartoon Network TM & © 2007 Warner Classic Movies



# Share more content, Asian broadcasters urged

**A**sian broadcasters need to share more content, and use this to attract viewers to their new digital channels, the ABU DTV Symposium in Kuala Lumpur heard.

Keith Pierce of Aljazeera English said that by sharing programmes, broadcasters could acquire content cheaply and boost the value of their digital channels.

Speaking at an industry debate on the final day of the symposium, he said that when he had worked for an Indonesian channel, programmes from Hong Kong and Mexico had proved popular among the channel's viewers.

"We should be sharing a lot more content than we are between Malaysia and Indonesia, and across the region," he said.

Prem Seebaluck of the Mauritius Broadcasting Corporation was among



The industry debate drew plenty of opinions from the panelists

other speakers who said good content was key to the success of digital channels in the Asia-Pacific region. It must differ from the content available on existing analogue channels, speakers agreed.

Chris Jaeger of Broadcast Australia said the lack of innovative content was a reason for the relatively low take up of new Australian digital channels.

He also said strong collaboration – a "collective vision" – was needed between government regulators and broadcasters. If they got the vision right, other aspects of digital TV broadcasting would fall into place.

The switch to digital was inevitable, so every country needed to do its planning now, he said.

Mr Pierce said broadcasters needed to switch to digital broadcasting soon because the time was coming when manufacturers would no longer make analogue equipment.

Bill Curtis of Kordia, a company that provides broadcast services to New Zealand TV and radio networks, said some broadcasters who wanted to introduce digital services were being held back because their regulators and

governments had not begun to develop a transition plan.

ABU Secretary-General, David Astley, said among some Asian broadcasters, there was too little understanding at the decision-making level of the benefits of digital technology. This was why the ABU had not been able to bid for new media rights for the Beijing 2008 Olympics on behalf of its members.

Ana Eliza Faria e Silva of Brazil's TV Globo said digital TV services would succeed in the developing world only if governments subsidised broadcasters, such as by providing them with transmission equipment.

In Brazil, tax concessions were being sought for equipment manufacturers to ease the transition process, she said.

Rohan Perera of Sri Lanka's national broadcaster, SLRC, said the organisation needed financial support from the government for the transition to digital broadcasting, but as yet was not receiving any.

The session was chaired by Jean-Pierre Lacotte, Chairman of the French HD-Forum.



DTV Symposium 2007

# 'Third generation newsrooms boost productivity'

**B**roadcast journalists working in today's competitive environment will benefit greatly from having a "third generation newsroom" equipped with the latest digital broadcasting technology, participants of the ABU Digital TV Symposium 2007 heard.

Dalet Digital Media Systems' Nicolas Hans said editorial teams no longer dealt with daily deadlines but constantly rolling news, and having one system enabling them to assemble their own news packages with the latest digital technology would boost productivity.

"The editor or journalist needs to know he has one system on his workstation which allows him to put together his own news package with live feeds, voice recordings and research directly from his desktop.

"With third generation newsrooms, we need to merge all the systems into



Chia Kwang Chye checking out a video camera at the Panasonic booth

one in a seamless manner, as complexity is out of the question," he said in his presentation on 'Building the next generation newsroom: The workflow engine for tapeless facilities'.

Mr Hans also said that metadata had to be captured across the news production process, and the information compiled in a central content catalogue which

could be accessed from various distribution platforms.

Benchmark Broadcast System's Aale Raza said a good automation control system helped make a TV station stand out because of the good quality of production as well as enabling the station managers to stay "in tune with the changing moods of the public".

## Malaysia adopts DVB-T

**T**he Malaysian government has approved the adoption of the Terrestrial Digital Video Broadcasting (DVB-T) standard for broadcasting transmissions, nearly a month ahead of the completion of its DVB-T trial in and around Kuala Lumpur.

Deputy Information Minister Chia Kwang Chye said the country decided to adopt the European standard for digital broadcasting since the initial response

from the 1,000 households participating in the trial had been "very positive".

"We received very positive feedback about the DVB-T trial. Of the 1,000 households, more than 60 percent said the quality of the signal ranged from good to very good. Over 88 percent said the picture quality improved, while 70 percent said the sound quality was better."

Speaking after addressing the ABU Digital TV Symposium 2007 in Kuala

Lumpur, Mr Chia also said the country was expected to roll out digital transmissions in and around the capital in 2009 and eventually take it nationwide.

Malaysia's announcement on the adoption of the DVB-T standard comes at a time when the governments of Southeast Asian countries are mulling over the possibility of introducing a uniform digital broadcast standard across the region. □



"In putting together a strong technology backbone like a central automation system, you can manage everything with very few committed staff, and the number of errors made can be reduced dramatically," he said.

To provide an example of the latest newsroom technologies available, a tour of Aljazeera English's well-equipped regional office in Kuala Lumpur was held the day after the symposium.

### Protecting content

Symposium participants were also told that free-to-air (FTA) broadcasters must protect their digital TV broadcasts from unauthorised Internet redistribution to maintain their long-term viability.

Jim C Williams of the Motion Picture Association of America (MPAA) said broadcasters worldwide must have the option to restrict the redistribution of their programming in the digital era.

He said there were various technological solutions to protecting digital content which exist for the various digital broadcasting standards, but each region or country had to select the method of protection which best suited its needs.

Speaking at the session on 'Content protection' on the second day of the symposium, Mr Williams also said that broadcasters had to work with content producers in order to protect their intellectual property from illegal redistribution.

The European Broadcasting Union's Technical Director, Philip Laven, said FTA broadcasters should not be held responsible for the illegal duplication and distribution of content aired on their networks by their viewers.

"We cannot restrict viewers from making home copies of programmes and movies aired by FTA broadcasters and

## 'Mobile TV a personal broadcast experience'

**M**obile TV should be seen as a personal broadcast experience for consumers who have come to expect convergence of several different devices into a single unit.

Nokia's Jawahar Kanjilal said mobile TV was set to become a multimedia experience, giving users the ability to interact with and personalise their own devices.

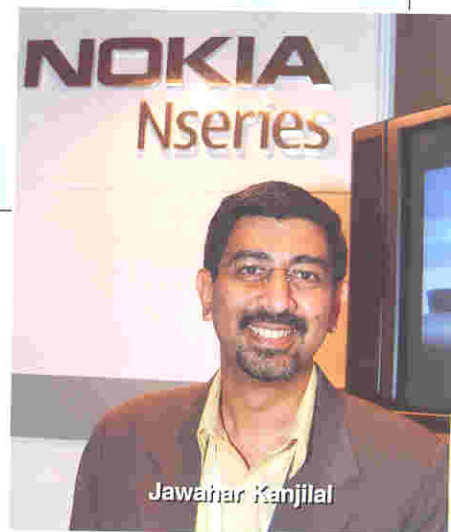
"Consumers expect good picture and sound quality, value for money, the right selection of channels, and service availability from mobile TV. They expect that they should get mobile TV service wherever they have mobile reception. They also want everything in a single device which should be very simple to use," he said.

Mr Kanjilal also said that mobile TV programming will combine both broadcast content, as well as user-

generated content as the consumers will be the ones driving the growth of this medium.

"The immediate next step is to find out what the consumers would like and what they want to watch. There is a lot of ground to be explored in order to tap into the vast potential of this medium," he said on the last day of the ABU Digital TV Symposium.

Mr Kanjilal also said that advertising on mobile TV would have to be very engaging and entertaining, and the advertising industry will have to rethink their approach and identify new opportunities available on this new platform. □



keeping or circulating them. However, content protection should be widespread so that honest customers can be kept honest," he said.

The Digital TV Symposium, themed 'Path to implementation', aimed to present the latest developments on digital TV from across the industry worldwide to help broadcasters in the Asia-Pacific region to prepare and commit their own implementation plans with confidence.

Sponsors for the four-day event were the French government, Kordia, Nokia, Sony, Panasonic, Tandberg Television, Tektronix, Broadcast Australia, DVB, Genesis Networks, GlobeCast, Rohde & Schwarz, Technomedia, Thomson, and Toshiba.

Supporting media partners were APB, C21Media.net, Content & Technology, mpeg, televisionAsia and TV3-Malaysia.

An exhibition featuring the latest digital technology available for TV broadcasting was held in conjunction with the symposium, drawing participation from top broadcast equipment manufacturers. □

# ABU Prizes to see more reforms

**T**he ABU Prizes is set to undergo more reforms with a new working party appointed and several suggestions made in order to make the annual awards for the Asia-Pacific broadcasting industry bigger and better.

Following the conclusion last year of the first Working Party (WP) for the reform of the ABU Prizes after a three-year term, a second WP was appointed in February to carry on with the reform process.

Rajendra Sharma, Deputy Executive Director of Radio Nepal, was elected the new chairperson. The other new members are Tai Keen Man of RTHK-Hong Kong, Seiji Miyamoto of NHK-Japan, and Kudsia Kahar of AMP-Malaysia.

Two other members of the new WP, CCTV-China and IRIB-Iran, were unable to attend. However they were enthusiastic about attending the next meeting in August, at the end of the ABU Prizes pre-selection period.

The new WP agreed that the guidelines and direction set by the previous WP from 2004 to 2006 were



From left: Rajendra Sharma, Tai Keen Man, the ABU's Hanizah Hamzah and Tatsuya Nakamura, and Seiji Miyamoto

appropriate and should be kept, with more improvements introduced over time.

It was suggested by Mr Tai that two new categories be created – for best public service announcement and best station identity – to improve participation.

This idea would be forwarded to the ABU Programme Committee when it meets in Tehran, Iran, at the end of the year.

Another improvement this year would be the archiving of all winning programmes, as the ABU Programme Director, Tatsuya Nakamura, was working on creating an online programme finder before the next Programme Committee meeting.

The options of online judging and judging via correspondence were also raised during the two-day meeting, and the WP agreed to go ahead with these suggestions if they were not too costly to implement.

It was also decided that a less fragile trophy be given out at the ABU Prizes awards ceremony during the Tehran ABU General Assembly.

On the poor attendance of the ABU Prizes workshop during the General Assembly – which usually coincides with the ABU-FES seminar – the WP agreed that the host should invite local varsity students pursuing mass communication or media studies to attend.

It was also suggested that the host organisation be offered to conduct a session at the workshop in order to increase audience participation.



RTM-Malaysia's Dr Nawiyah Rita Chelah giving an overview of the previous Working Party. On her right is Seiji Miyamoto



On the format of the ABU Prizes, it was decided that the number of categories for radio broadcasting remain the same at six. These are Drama, Infotainment, Children & Youth, News, Documentary and External Broadcasts.

The categories for television will also be maintained at seven: Drama, Entertainment, Children, Youth, News, Documentary and Sports.

For 2007, the sports category will be dedicated solely to documentaries. This category alternates between Sports

Documentary, Live Coverage and Programme Opening Title Sequence.

There was also a slight change made to the submission criteria for all radio and TV entries. The duration of entries for the News category has been changed from 10-60 minutes to 3-60 minutes to include breaking news, news flashes or alerts which are usually brief.

The WP also fixed 13-16 August as the tentative dates for the pre-selection of ABU Prizes 2007. Last year, 147 TV and 64 radio entries were previewed over four

days. It was decided to extend the preview by one day should the number increase this year.

The WP also realised that because the ABU membership was so diverse, it was difficult to get participation from less developed members as they had to compete against bigger and well-equipped broadcasters.

However, the WP will continue to encourage participation from the smaller members in order to improve the quality of programming in the ABU region. □

## Radio Australia, RTM-Malaysia launch live radio link-up

**Radio Australia has signed an Agreement with RTM-Malaysia in Kuala Lumpur which will enable a regular live radio link-up between the two public broadcasters.**

The live link-up between Radio Australia's morning programme "Breakfast Club" and RTM station Traxx fm's "The Wake Up Show" will be broadcast on a regular basis, following successful trial runs carried out since September 2005.

The half-hour slot, which aims to broaden the horizons of listeners from both countries, will discuss everything from culture and cuisine to environment and the economy.

Under the arrangement, audiences in Kuala Lumpur will hear regular segments of the two programmes interacting as one programme. Besides the link-up, there will also be the exchange of staff between the two public broadcasters.

Jean-Gabriel Manguy, Head of Radio Australia, said: "Having a slice of Australian radio available

live on a highly regarded and popular Malaysian radio network is a landmark arrangement for Radio Australia, as it allows local audiences access to Radio Australia via their normal radio listening habits – in their homes, cars and offices."

Witnessing the signing ceremony was Malaysian Deputy Information Minister Chia Kwang Chye, who said: "With the multi-carrier, multi-platform technology available today, it would be timely to enrich content through which the

breakfast show link-ups between RTM and Radio Australia will provide."

He said Radio Australia will also train an RTM producer to produce programme content in Malay about the life of Australia's Muslim community under the agreement.

"In the near future, we will see more exchange of staff between Traxx fm and Radio Australia to broaden the horizons of broadcast personnel from both sides." □



# Appealing dramas for kids in the making

**A** climactic ending and plenty of music and visuals are the key ingredients to producing dramas that would sustain the interest of children, participants of the ABU Children's Drama Co-production heard.

The Executive Producer of the 2007 series, Chung Hyunsook, said that music and sound effects should be used wisely, and guidelines in producing the series should be followed in order to come up with a good quality item.

"Each drama should have should have a climax. In producing drama, especially for children, all elements in it should be shown expressively," said Ms Chung, adding that more visuals and less dialogue was appealing to children.

Ms Chung, who is currently on secondment at the ABU Secretariat from EBS-Korea, went through the co-production guidelines in detail so that all members could have their doubts clarified.

Acceptable tape formats, the assignment of audio channels, music cue sheets, and the opening and closing title sequence were also discussed.

The co-production meeting was opened by ABU Programme Director Tatsuya Nakamura, who said that the annual project had made significant progress as it was not only viewed by Asian children, but also by young audiences in Europe.

## Foreign audience

This was because the ABU had started a children's drama exchange with the European Broadcasting Union. Four items – by MNB-Mongolia, NHK-Japan, EBS-Korea and CCTV-China – had been selected for broadcast by EBU members.

Ms Chung stressed that quality control, consistency and high production standards had to be maintained throughout the series.

She also gave a briefing on her onsite visits to participating broadcasters and shared her experiences working on the project with them.

ABU members participating in this year's series are NHK-Japan, EBS-Korea, RTM-Malaysia, RTB-Brunei, MNB-Mongolia, Geo TV-Pakistan, BBS-Bhutan, MBC-Mauritius, CCTV-China, RTHK-Hong Kong, and for the first time, DDI-India.



Chung Hyunsook making a point

Each participant will produce – at its own cost – a 15-minute episode. All the episodes will be compiled into a series for the participants to air the entire series rights free in their own respective countries.

There was intense discussion on the content, concepts and formats employed by the participants over the four-day meeting. The members provided suggestions and feedback on how to improve each others' storylines.

Among the more interesting storylines were those from MNB and DDI. The Mongolian broadcaster will produce an item about a young boy waiting impatiently for the arrival of a new sibling against the backdrop of the Gobi desert.

DDI will showcase an Indian train scene in 'Bohurupi', which is about a young boy who plays various roles to entertain passengers on board a train.

Copyright and contractual issues were also discussed at length during the meeting. The ABU's Legal Counsel, Fernand Alberto, gave a comprehensive presentation to the group, simplifying and clarifying these issues.

The meeting ended with the participants agreeing to meet again in June to develop their final scripts before the actual filming began. The producers will continue to interact with the executive producer via email to further develop their production. □



Participants concentrating on the proceedings