

**ASIA-PACIFIC BROADCASTING UNION
PACIFIC MEDIA PARTNERSHIP 2017
HONIARA, SOLOMON ISLANDS
15TH-17TH AUGUST, 2017**

HONIARA STATEMENT

PREAMBLE

Radio and television broadcasters in the island nations of the Pacific face specific difficulties and challenges. This is particularly so in the present global environment of technological change and digital disruption. The migration of existing analogue equipment to new international engineering standards and formats is creating a problematic situation for both broadcasting organizations and their audiences alike. The financial cost of replacing and updating transmission and receiving equipment is often prohibitive, while the development of programming content to address new audiences in a mobile, digital landscape requires additional resources often not readily available to small radio and television organizations and operators.

Broadcasting has a vital place in democratic development in the island societies of the Pacific. The remoteness of nations scattered across the world's largest ocean places additional responsibilities on radio and television stations as key components in national cohesion, cultural and linguistic expression, nation-building, out-reach and development. While our cultures are enduring, our traditions strong, and our people creative, entrepreneurial and open to change, the digital age requires us to operate in an expansive new environment which includes a competitive content-delivery framework that is also open to well-resourced global players.

At the Pacific Media Partnership 2017 in Honiara, the Hon. Minister of Communication and Aviation of the Solomon Islands Government invited us to operate as inclusively as possible within the geographical boundaries of our nations and to deliver digital services to even the most remote dwellers and villages. He called on us to "try to connect the unconnected" thus ensuring that the benefits of the new digital world are available to all our citizens.

COMMITMENT

We, the delegates to the Pacific Media Partnership Conference 2017 in Honiara, Solomon Islands thank the Asia-Pacific Broadcasting Union, the International Telecommunications Union, the Solomon Islands Government and the PMPC 2017 hosts, the Solomon Islands Broadcasting Corporation (SIBC) and Solomons Telekom Television (TTV), for initiating this important regional event.

Recognising the outcomes of previous PMPC regional meetings and the theme of PMPC 2017, *Islanders on Screen*, we reinforce our commitment to the task of providing audiences in all parts of our scattered nations with a range of programme content, news and information, delivered both terrestrially and in digital form, which enables our fellow citizens to more actively participate in the national conversation, to benefit from the human richness which our societies offer, and to enjoy a climate in which freedom of expression thrives.

Following three days of productive, amicable and professionally rich discussions and exchanges in the city of Honiara, Solomon Islands we:

- call upon fellow broadcasters throughout the Pacific to continue to seek creative solutions to the challenges now facing us all and to embrace the exciting possibilities afforded by new technologies in a digital and mobile age;
- commit ourselves to taking positive and proactive measures in our own organizations in producing quality on-air and digital product to ensure that listeners and viewers in our nations are able to embrace the benefits of digital media and its possibilities;
- seek the support and assistance of regional bodies, such as the ABU, and UN agencies, like the ITU and UNESCO, in fields as varied as human capacity building, spectrum management, digital roll-out, customized technical advisory services, copyright, legal issues, media law, community radio/TV, market research, archiving, programme exchange and international collaboration;
- invite the Working Group established at PMPC 2017 to continue its work in enabling our conversation to continue, thus ensuring that our regional partnership is productive and supportive in a 'Pacific way' to enable us to further develop our capacities and capabilities;
- ask the Asia-Pacific Broadcasting Union to (a) broaden its membership in the islands region by inviting all broadcast media to join ABU; (b) ensure our requests for ABU assistance are considered carefully and responded to; and (c) share the benefits of ABU membership across the region equitably.
- encourage governments, civil society, research institutions, international agencies and other parties to develop partnerships with broadcasting organizations in the Pacific to enhance the delivery of professional messages and public information, education and the broader global conversation.

CONCLUSION

We stand as partners and creative entities and are keen and willing to play our role in the international community of nations. We recognize the vast benefits of digital technologies, whether mobile phones, digital radio/TV transmission or social media, and embrace the possibilities afforded. Further, we ask that our Pacific voices, as expressed at the PMPC 2017, be heard on the broader global stage and in major international forums.

To conclude, we invite all broadcasters, stakeholders and fellow interested parties to gather in Nadi, Fiji from the 5th-7th February, 2018 for the next Pacific Media Partnership Conference.

Honiara.

17th August, 2017