



# ABU General Assembly 2015

## Serving Audiences: Empowering the Asia-Pacific



52nd ABU General Assembly & Associated Meetings 24-31 October 2015 Istanbul, Turkey

### ABU Radio Working Party

**2015 Annual Meeting**  
**26 October 2015, Istanbul, Turkey**

**Date** : 26 October 2015  
**Time** : 9 am to 12.30 pm  
**Venue** : TBC  
**Chair** : Ms Zakiah Halim, Vice President, Malay and Indian Prog, MediaCorp, Singapore  
**Vice-Chairs** : Ms Shanthy Bhagirathan, MBC Radio, Sri Lanka  
Mr Behrouz Razavi, IRIB, Iran

**Doc RWP-1/2015-Rev1**

### DRAFT AGENDA

- 1 Welcome address:
- 2 Opening remarks: Chair, RWP
- 3 Approval of the agenda
- 4 Radio Activities Undertaken: Vijay Sadhu, Senior Executive Radio
- 5 **Radio Debate : Radio for the Next Generation**
- 6 Case studies from ABU members
  - Developments in digital radio services
  - Rise of new commercial FMs in emerging economics: and their content strategies
  - Role of radio in providing educational content to audiences "Edutainment Radio"
  - Market Research, do we really know what our audiences want on radio?
  - Growing Your Own (Finding and Growing Talent)
  - Radio and disaster Warning, wellness messaging
  - **"BROADER-CASTING"**-Multi-content production, Multi-platform delivery
  - Sports Format – Fast Growing Format
  - News the New Talk for Radio
- 7 Progress of Radio in Asia-Pacific and Europe
- 8 Proposals for New Activities
  - 
  - 
  - 
  -
- 9 Any other matters.

---