

News of ABU activities and the broadcasting industry in the Asia-Pacific

ABU news

Quarter 3 2021

58TH ABU GENERAL ASSEMBLY & ASSOCIATED MEETINGS

MEDIA RESET: SERVING THE PEOPLE,
PLANET AND PEACE

9-26 November 2021

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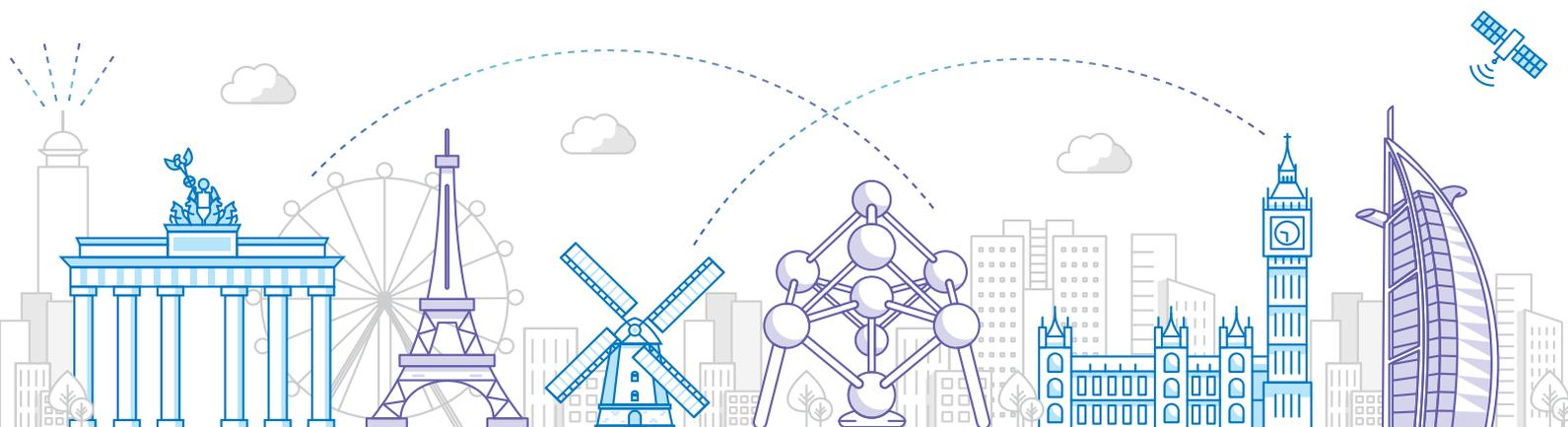
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Greetings from the ABU!

Welcome to the 3rd quarter edition of the ABU NEWS for 2021! In this edition we highlight the services, progress and industry relevant happenings from across the Asia and Pacific regions, from within and amongst, our valued members in the region.

As the pandemic continues to affect us all, the ABU Secretariat would like to extend its appreciation, solidarity and support to members over these trying times.

The COVID 19 pandemic is still raging and it looks like it will be for some time to come. We have all had to change not just the way we conduct business and our activities, but also the way we think about the future and prepare for the challenges to come. So in dressing such topics, the theme of this year's upcoming 58th General Assembly is: "Media Reset: Serving the People, Planet and Peace". We feel this is timely and relevant because the pandemic has been a wake-up call for humanity. It has made us focus our global attention on the climate emergency, loss of biodiversity, food and water security and highlighted the role of media as an amplifier of positive action and its role in uplifting society.

In these testing times, we hereby invite ABU members to join forces in order to find a way forward. The grave challenges we now face require innovative solutions, thinking out of the box, and above all, solidarity and cooperation. During the assembly, it is planned for members to discuss how the media should serve people, promote sustainable solutions for our planet and strive in harmony with nature, and in peace.

The ABU General Assembly and Associated Meetings will take place as virtual sessions shortly, from 9th – 26th November. The prestigious ABU Prizes Awards Ceremony and ABU TV Song Festival will also run as virtual events and be streamed live. We welcome our members to the online events and we will be taking great pleasure in highlighting these for you, our members, in the next ABU NEWS edition to be published in January 2021.

UPCOMING EVENTS 2021

- Media Summit on Climate Change Adaptation & Disaster Risk Reduction and Contest on Climate Change and DRR content 2021, 13 & 14 October - dates subject to change, Maldives
- Quality Management Workshop 2021 - 5 October
- ABU Media Forum - 6 October
- Technical Bureau Meeting - 8 & 12 October
- Programme Bureau Meeting – 12 October
- Women With the Wave Forum November 2021 - 14 October
- ABU Planning and Strategy Group Meeting – 19 October
- RadioAsia Conference and Media 2020: Dates to be confirmed, Bali, Indonesia
- Global Summit on Media for Children, 9-11 December, 2021, Indonesia

In case of further date confirmations, changes or updates, ABU Secretariat shall inform accordingly



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GA Associated Meetings & 58th ABU General Assembly

9-26 November 2021

SCHEDULE OF VIRTUAL MEETINGS

| | |
|--|---|
| TUESDAY 9 NOVEMBER 14:00–16:00 (KL/SIN time) 06:00-08:00 (GMT) | ABU SPORTS GROUP CONFERENCE PLATFORM: Zoom Webinar (ZW) |
| WEDNESDAY 10 NOVEMBER 14:00–16:00 (KL/SIN time) 06:00-08:00 (GMT) | RADIO WORKING PARTY PLATFORM: Zoom Webinar (ZW) |
| THURSDAY 11 NOVEMBER 14:00–16:00 (KL/SIN time) 06:00-08:00 (GMT) | PROGRAMME COMMITTEE MEETING PLATFORM: Zoom Webinar (ZW) |
| MONDAY 15 NOVEMBER 13:00–14:00 (KL/SIN time) 05:00-06:00 (GMT) | ABU PRESIDENCY MEETING PLATFORM: Microsoft Teams Meeting (MTM) |
| TUESDAY 16 NOVEMBER 14:00-16:00 (KL/SIN time) 06:00-08:00 (GMT) | TECHNICAL COMMITTEE MEETING PLATFORM: Zoom Webinar (ZW) |
| WEDNESDAY 17 NOVEMBER 14:00–16:00 (KL/SIN time) 06:00-08:00 (GMT) | ABU PRIZES AWARDS PRESENTATION PLATFORM: YouTube Live/Facebook Live/Zoom Webinar (ZW) |
| THURSDAY 18 NOVEMBER 14:00-15:30 (KL/SIN time) 06:00-07:30 (GMT) | ABU TV SONG FESTIVAL PLATFORM: YouTube Live/Facebook Live/Zoom Webinar (ZW) |
| MON-TUE 22 -23 NOVEMBER 14:00–16:00 (KL/SIN time) 06:00-08:00 (GMT) | ADMINISTRATIVE COUNCIL MEETING <i>(Council Members only)</i> PLATFORM: Microsoft Teams Meeting (MTM) |
| WEDNESDAY 24 NOVEMBER 14:00–16:00 (KL/SIN time) 06:00-08:00 (GMT) | GENERAL ASSEMBLY Official Opening & Plenary Sessions PLATFORM: Zoom Webinar (ZW) |
| THURSDAY 25 NOVEMBER 14:00–16:00 (KL/SIN time) 06:00-08:00 (GMT) | GENERAL ASSEMBLY Restricted Working Session <i>(Full and Additional Full Members only)</i> PLATFORM: Zoom Webinar (ZW) |
| FRIDAY 26 NOVEMBER 14:00–16:10 (KL/SIN time) 06:00-08:10 (GMT) | GENERAL ASSEMBLY SUPER PANEL FORUM MEDIA RESET: SERVING THE PEOPLE, PLANET AND PEACE SESSION 1: SERVING THE PEOPLE – TIME: 14:00–14:40 (KL/SIN time) SESSION 2: SERVING THE PLANET – TIME: 14:45 – 15:25 (KL/SIN time) SESSION 3: PROMOTING PEACE – TIME: 15:30–16:10 (KL/SIN time) PLATFORM: Zoom Webinar (ZW) |

UPCOMING VIRTUAL MEETINGS

| | |
|---|---|
| TUESDAY 5 October 14:00-15:00 (KL/SIN time) 06:00-07:00 (GMT) | QUALITY MANAGEMENT WORKSHOP PLATFORM: Zoom Webinar (ZW) |
| WEDNESDAY 6 October 15:00-16:30 (KL/SIN time) 07:00-08:30 (GMT) | MEDIA ACADEMY FORUM PLATFORM: Zoom |
| FRIDAY 8 October 15:00-17:00 (KL/SIN time), 07:00-09:00 (GMT) | TECHNICAL BUREAU PLATFORM: Microsoft Teams Meeting (MTM) |
| TUESDAY 12 October 13:00-14:00 (KL/SIN time) 05:00-06:00 (GMT) | |
| TUESDAY 12 October 14:00-16:00 (KL/SIN time) 06:00-08:00 (GMT) | PROGRAMME BUREAU PLATFORM: Microsoft Teams Meeting (MTM) |
| THURSDAY 14 October 1300-1500 (KL/SIN time) 05:00-07:00(GMT) | WOMEN WITH THE WAVE PLATFORM: Zoom |
| WEDNESDAY 19 October 14:00-16:00 (KL/SIN time) 06:00-08:00 (GMT) | PLANNING AND STRATEGY GROUP MEETING PLATFORM: Microsoft Teams Meeting (MTM) |

ABU To Offer Quality Management Workshop on 5 October

As part of the associated meetings of the upcoming 58th ABU General Assembly, we are organising our annual Quality Management Workshop on Tuesday, 5 October 2021 at 2 p.m. MYT (GMT +8).

This workshop is meant for mid-level to senior-level media managers at ABU members seeking new tools to develop the quality, credibility and efficiency of their organisations. The workshop will also cover the ISAS MEDIA 9001 international standard which provides key management tools for media managers.

Under the main theme of this year’s ABU General Assembly “Media Reset: Serving the People, Planet and Peace”, this workshop will explore how quality management can contribute to reset the media and make them more prone to bring together these three items : people, environment and peace. This workshop will provide participants with a sound insight into key management requirements on how to achieve this goal. Examples of information processing by the Swiss Public Service Broadcaster RTS will illustrate the topic.

The workshop will be conducted by Dr David Balme, CEO at Challenge Optimum, S.A., the French-speaking leader in management systems consulting, training and software.

To register, please visit: https://abu-org-my.zoom.us/webinar/register/WN_yOdN7e1R5O4VqaBT-xpTw

58th ABU General Assembly

24 - 26 November 2021

14:00 – 16:00 MYT (UTC/GMT + 8 hours)

TUESDAY, 23 NOVEMBER
14:00 – 16:00 MYT (UTC/GMT + 8 hours)
PLATFORM: Zoom Webinar

Agenda item 2
Document No. GA 58/2

PLENARY SESSION 1

| | |
|--|--------------------|
| 1. ACTING PRESIDENT'S OPENING REMARKS | |
| 2. CONFIRMATION OF THE AGENDA | GA 58/2 |
| 3. COMMUNICATIONS AND WELCOME TO OBSERVERS | |
| 4. WORKING PROCEDURES FOR THE 58th GENERAL ASSEMBLY | GA 58/4 |
| 5. CONFIRMATION OF THE MINUTES OF THE PLENARY SESSIONS OF THE 57th GENERAL ASSEMBLY HELD ONLINE ON 15, 16 AND 17 DECEMBER 2020 | GAM 173, 174 & 175 |
| 6. SECRETARY-GENERAL'S REPORT | |
| 6.1 SG'S ANNUAL REPORT AND PRESENTATION | GA 58/6.1 |
| 6.2 HIGHLIGHTS OF MAJOR ABU ACTIVITIES | GA 58/6.2 |
| 6.3 NEW INITIATIVES: ABU TV CON | GA 58/6.3 |
| 7. FINANCIAL MATTERS | GA 58/7 |
| 7.1 FINANCIAL REPORT FOR 2020/ 2021 | GA 58/7.1 |
| 7.2 AUDITORS' REPORT FOR 2020/ 2021 | GA 58/7.2 |
| 7.3 2021/ 2022 BUDGET | GA 58/7.3 |
| 7.4 APPOINTMENT OF AUDITORS FOR 2021/2022 | GA 58/7.4 |
| 7.5 OTHER FINANCIAL MATTERS | GA 58/7.5 |
| 8. CHAIRPERSON'S REPORT - PLANNING & STRATEGY GROUP | GA 58/8 |
| 9. FUTURE ABU MEETINGS | GA 58/9 |
| 10. OTHER BUSINESS | GA 58/10 |

WEDNESDAY, 24 NOVEMBER
14:00 – 16:00 MYT (UTC/GMT + 8 hours)
PLATFORM: Zoom Webinar

PLENARY SESSION 2

RESTRICTED SESSION
(Open to Full and Additional Full Members only)

| | |
|---|----------|
| 11. MEMBERSHIP MATTERS | GA 58/11 |
| 12. RECOMMENDATIONS OF THE ADMINISTRATIVE COUNCIL | GA 58/12 |
| 13. REPORT ON ELECTIONS TO THE ADMINISTRATIVE COUNCIL | GA 58/13 |
| 14. ELECTIONS OF PRESIDENT AND VICE - PRESIDENT | GA 58/14 |
| 15. VOTE OF THANKS TO MEMBERS | GA 58/15 |

THURSDAY, 25 NOVEMBER
14:00 – 16:00 MYT (UTC/GMT + 8 hours)
PLATFORM: Zoom Webinar

PLENARY SESSION 3

SUPER PANEL FORUM

MEDIA RESET: SERVING THE PEOPLE, PLANET AND PEACE

SESSION 1: 14:00–14:40 MYT (UTC/GMT + 8 hours): **SERVING THE PEOPLE**

SESSION 2: 14:45 – 15:25 MYT (UTC/GMT + 8 hours): **SERVING THE PLANET**

SESSION 3: 15:30 – 16:10 MYT (UTC/GMT + 8 hours): **PROMOTING PEACE**



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home log in manual calculator contact Logged in as admin Configuration not saved

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|----------------------|-------------------|--------------|-----------|
| S/N: | 1002120106 | Card 1 type: | not exist |
| Hardware version: | 2.01.14.00 | Card 2 type: | not exist |
| MAC Address 1: | EC:3B:F0:00:0A:36 | | |
| Internal Clock Type: | TCXO | | |

NS2000 Menu

- monitor
- system
- system config
- demodulator config

| | |
|--------------------------|------------------------------------|
| Firmware version | U-Boot 2004.1051 09-May-2016 01:52 |
| Operating system version | OS 2.6.32.13 (Build 3700) |
| File system version | FS 1.2 (Build 1099) |

Active software versions

| Name | Version |
|--------------------|-------------------------------------|
| SW | NS2000.6.5.1.5779 04-Feb-2019 16:19 |
| CFG updates number | 88 |

The team also supplemented member by booking additional or unilateral feeds besides the official MDS feed.

Technical Back-Up:

Most members, not only in South Asia, but elsewhere require technical support. While others need help to update or renew equipment licence - demodulators and IRDs, as specified by the OBS and the service provider.

ABU Sports purchased equipment and sent it directly to some of the broadcasters. It coordinated with service providers, suppliers and manufacturers to help renew the licenses.

While in Tokyo, the team also met with partners like IOC and AliCloud and others to take the TV feeds via other mode of transmission like Cloud. IOC officials expressed appreciation to ABU for taking the games to several small and developing countries in Asia.

The Team also met with several members, KBS Korea, CMG China, TVB Hong Kong, TV5 Philippines, ASTRO Malaysia, TBS Japan among others to discuss future events and acquisitions.

The Sports Director expressed the need to revive and reinvigorate the ABU Sports pool to stay competitive in the commercially oriented sports broadcast market. With the Olympics behind the real work of data collection and reports begins for the ABU Sports.

In the meantime, the ABU Sports team continue to provide services to members at the Paralympics. ABU Sports is leading the production of two sports; Equestrian and Shooting.

ABU & Tokyo 2020, a Success Story

Tokyo 2020 has been described as a success story for ABU Sports and members in terms of working together with members. Many members expressed appreciation to the ABU for the kind of service and support provided by the ABU Sports.

The re-scheduled Olympics ended on August 9. The ABU Sports successfully delivered the games to six territories in South Asia on free to air television. These include Bangladesh, Bhutan, Maldives, Nepal, Pakistan and Sri Lanka. Similarly, the ABU also negotiated with Dentsu for 5 other territories- Afghanistan, Brunei, Cambodia, Laos and Timor Lest.

In total, the ABU delivered the Tokyo 2020 Games to 11 countries.

ABU Sports supported members by providing daily information, logistics to transmission of Television feeds. The team ensured that members got access to respective events of their athletes.





The 2020 Paralympic Games have begun in Tokyo after being postponed from last year due to the ongoing Coronavirus pandemic.

ABU Sports, with 35 production crew on-site led by ABU Sports Director, Mr Yanjiang Cai, is doing the production coverage for two Paralympics events, which are Equestrian and Shooting. This is a unique joint-venture production crew between ABU members from RTM Malaysia, KBS Korea and SRT China.

The first ABU production team arrived at the Equestrian venue on Aug 23 at Equestrian Park Setagaya-ku, Tokyo and started rigging works at venue as part of the production Games roles. This combined production initiative was taken to further develop ABU Sports's capacity, continuing a successful partnership between members that never fail to deliver top-level production services to the organisers of major multi-sports events in the Asia and Pacific regions.

The combined skills and experience of the three-member organisation make ABU Sports a genuine and unique production team, drawing on experienced personnel and expertise

ABU Sports Department Production Team Excels at Tokyo 2020 Games



from the top levels of the television industry and delivering the highest international production standards against challenging lead times and, sometimes, in difficult environments. After several days of working at the venue, ABU Sports has successfully covered the Games, while cultivating a positive team spirit among the crew of multiple backgrounds.

This event is an example of a model project combining the members' strength to work on world-class sports events and is the first time ever for ABU operating as the force for the Olympic Broadcasting Service (OBS) to produce the TV and radio broadcast signals for the world. The Chief Content Officer of OBS, Mark Wallace sent the director ABU sports an email congratulating and thanking ABU Team for wonderful completion of the assignment on Equestrian and Shooting coverage.

In a meeting with the CEO of OBS, Director ABU sports expressed the wish to continue the cooperation with OBS on future Olympic sports coverage and in turn, received a positive response from the CEO of OBS. This marks a new opening of ABU sports' work scope.

Further, despite the challenging operating environment, the efforts to deliver thousands of hours of feeds to 11 member countries was successful as can be surmised, the delivery of the games feeds was more difficult than ever before. ABU Sports team exercised all possible means such as satellites, live IP transmission, and content file upload/download, etc.

Cai Yanjiang, Director ABU Sports had constructive meetings in Tokyo during the games with IOC and both agreed to continue on the delivery of future games, especially the editions after Paris 2024, when the broadcast rights will be all open again to broadcasters. Mr. Cai also agreed to sign an MoU with Ali Cloud, the OBS' exclusive cloud service provider, in future events delivery and broadcast. Cloud broadcast is the trend and future for sports events delivery.

As well as the Paralympics, the recently concluding Olympic games was another feather in the cap for the ABU Sports Department. Tokyo 2020 has been described as a success story for both



ABU Sports and ABU members in terms of working together. Many members expressed appreciation to the ABU for the kind of service and support provided by ABU Sports.

The re-scheduled Olympics ended on August 9, with the ABU Sports Department successfully delivering the games to six territories in South Asia on free to air television. These include Bangladesh, Bhutan, Maldives, Nepal, Pakistan and Sri Lanka. Similarly, the ABU also negotiated with Dentsu for 5 other territories- Afghanistan, Brunei, Cambodia, Laos and Timor Lest.

In total, the ABU delivered the Tokyo 2020 Games to 11 countries.

In addition to the games, the ABU Sports & Entertainment Network (ASEN) platform has been distributing high quality content and continues to be a highly valuable resource. Some of the content available is:

- Canoe and Kayak Slalom World Cup
- China-World University Games in China
- Longines FEI Jumping European Championship 2021
- Archery World Youth World Championships & Hyundai Archery World 2021
- Drone Racing Championships 2021 Highlights
- Beijing 2022 Olympics
- GT World Challenge Europe 2021 Highlights



ABU DIGITAL MEDIA WORKING GROUP

CHAIRPERSON



RIYAAD MINTY
TRT (TURKEY)

VICE CHAIRPERSONS



FANG FEI
RTPRC (CHINA)



SOOBASS LATCHMAN
MBC (MAURITIUS)

ABU Digital Media Working Group Appoints Chairperson and Vice Chairpersons

As part of the major changes proposed to the ABU New Media Task Group following its re-branding as ABU Digital Media Working Group (DMWG), the Working Group has appointed a Chairperson and two Vice Chairpersons to steer and lead the Group over the next two years.

Mr Riyaad Minty, Director of Digital at TRT, was appointed as the Group's Chairperson. Mr Riyaad joined TRT in 2016 where he has been part of the core leadership team responsible for the digital transformation of the network. TRT has seen immense growth across digital platforms both domestically and internationally ensuring the network is a global leader in industry. Previously with Al Jazeera he was the founder of AJ+ one of the world's largest news outlets for the digital generation and contributed towards the network's global strategy as

Head of Social Media. He is recognised as a leader in the space of digital media and believes in the power of digital storytelling as a means to connect people around the world through shared experiences.

Mr Fang Fei, Vice President of Mango TV, will represent RTPRC at the DMWG as the Group's Vice Chairperson. Mr Fang established the basic model of content and data marketing and forged a couple of typical cases with over 100-million-yuan benefits at Hunan Economic Television (HNETV); and at Mango TV, he has established an integrated marketing system and a brand awareness marketing system. After subsequently transferring duty to content planning and operation and taking charge of platform operation and new businesses, he helped launch Mango TV's internationalization and

intelligence-led strategies, including the development of Mango TV International app and the building of smart delivery and algorithm teams.

Mr Soobass Latchman, Coordinator Broadcast Technology at MBC (Mauritius Broadcasting Corporation), joins Mr Fang as the other Vice Chairperson of the Group. Mr Soobass has more than 30 years of experience as a broadcast professional in Mauritius. He is acting as MBC's Coordinator Broadcast Technology since 2013 and he is also the officer in charge for Outside Broadcast and Radio & Television Sections at MBC.

The newly-appointed Chairperson and Vice Chairpersons of the Digital Media Working Group will serve a 2-year term in their respective leadership roles of the Group.



Asako Kume



In this webinar conducted on 27 July 2021, participants had a chance to get up close with the winner of ABU Prizes 2020 Digital Content Award : Experience Tokyo Megaquake by NHK-Japan. This unique simulated event was the first major scale disaster prevention drill involving coordinated TV and digital technologies.

The event starts from the premise that Tokyo is hit by a major earthquake. Viewers are presented with a very realistic experience of the ensuing disruption, and the tough decisions arising from the need to survive. Drama, documentary and news programs detail very specific developments and likely damage. The event also focuses on what needs to be done to save lives, and on the need for prevention and mitigation efforts on a personal level. The ongoing simulated disaster, in addition to the know-how on disaster prevention and mitigation, are conveyed through social platforms and the web.

The webinar was facilitated by Asako Kume, Senior Producer of Global Content Development Division at NHK. After the screening of the content, Asako shared with the participants the production process behind its creation. More than 50 participants from nearly 20 countries joined the webinar.

ABU Prizes Webinar Feat. 2020 Digital Content Award Winner 'Experience Tokyo Megaquake'



The Tokyo Megaquake Series.

Children Media Hub Opens Doors to New Online Seminar



A new activity of ABU Programming, Children Media Hub workshop took place from 17-19 August with 23 participants from 12 organizations. The focus was how the 'Children in the Centre' philosophy can affect the production of content for children with invited trainer Jan-Willem Bult, International Film and TV maker, Head of Children & Youth of Free Press Unlimited, former Head of KRO Youth Netherlands Public Broadcasting.

Members participating in the workshop were RTB-Brunei, RTM-Malaysia, NBT-Thailand, VTV-Vietnam, ASTRO Malaysia, THAIPBS-Thailand, TVK-Cambodia, MEDIAPRIMA-Malaysia, BTV-Bangladesh, TVRI-Indonesia while two observers were from Saito University College – Malaysia and Courseline Media International Training Services Philippines

For Jan-Willem, time was relatively short for a workshop and due to the pandemic, all had to go through it individually behind a computer. We had intense group sessions, with screenings, Q&A's, an exciting assignment and one great practical outcome: the registration of a plot summary on IMDB for the episode 'The Hairdressing' of the preschool fiction series 'Sien van Sellinger'. www.imdb.com/title/tt2128112

The clear presentation on the explanation and difference about idea, program and format was easy to follow. The very practical explanation made the participants remember key words about each concept in TV production. His knowledge about the topic was excellent and his ability to share and communicate into something relevant made the session worth to remember.



Deeper connecting with content for children through the 'Children in the Centre' method

DAY 1/3: Introduction to the 'Children in the Centre' philosophy




#ChildrenInTheCentre

According to Trainer Jan-Willem Bult, during the three days he was privileged to meet and work with producers from Asia. It became an engaging learning event in which the participants were eager to experience how the 'Children in the Centre' philosophy can affect the production of contents for children.

The participants were truly satisfied. Norismal Yusry Ismail of RTM-Malaysia felt it was wonderful sharing session with Jan Willem, the ABU team and all the participants. The concept of 'Children in the Centre' gave him a new perspective in producing children's TV programme. Going through the module with a proven reference made the session even easier to digest. He looked forward to produce a highly entertaining yet effective kids show. Dr Elizabeth Mendoza

of Philippines Courseline Media International Training Services --felt the writing exercises and discussion conducted by Jan-Willem Bult were very helpful. The critiquing part was open, approachable, and supportive. Meanwhile, Nur Dayana Adnan of MEDIAPRIMA -Malaysia was surprised that her plot summary was picked from amongst the best. She stated her work experience of constantly writing briefs and reports came in handy. She thanked the ABU for giving her a chance to learn as she believed that life consists of constant learning.

Jan-Willem wrapped-up by saying the punctual organization of the workshop and the open and warm atmosphere during the 3 days contributed to positive energy on the Zoom sessions that made the teaching

a great pleasure -- everyone hoped for a follow up onsite workshop when situation permits.

"The daily two hour workshops with Jan-Willem Bult were so interesting that we didn't feel like we were passing the time. By watching Jan-Willem's production repeatedly, the participants surely understood every detail such as the angles of the camera, the cuts, the props, the lighting, the music, etc. send particular messages to the viewers, especially to the kids. Even though it was online, this workshop had an intimacy that made us feel like he was giving a lecture in the same classroom!" the Director of ABU Programming, Yasu Nagahata said, about this event.

More workshops of CMH will be held in this September and the spring of 2022.

Radio Working Party - VIRTUAL EDITION

21. 07. 21 / 1400 MYT / Zoom

Experts and Radio Members Gather Virtually for RWP

CAR DASHBOARDS - AN UNEXPECTED HOME FOR SHORT-FORM AUDIO

- Short audio segments kept them more engaged than longer audio and they were less likely to "get bored" or "phase out".
- They liked that the content wasn't too in-depth so they could also concentrate on driving without missing key information.
- Listeners liked that they could quickly finish a segment and know they weren't "missing out" when they had to leave the car.

"I actually really enjoyed being able to pause it and then get back into the car and press play."

"Sometimes I do find with normal radio that there can be a lot of talking and they just yabber on where this was pocket size discussions, which was good."

**How to answer questions (before they've been asked)
Ideas for getting ahead of misinformation**

Checking facts

- Appeal to source credibility
- Experts
- Debunks

Building trust

- Addressing concerns & avoiding ridicule
- Affirming & developing the audience's critical thinking
- Identifying trusted sources

Experts from around the world joined ABU Radio Members the Radio Working Party's inaugural mid-year virtual meeting.

Aimed at addressing pressing issues for members, presentations ranged from building trust by fact checking through how to achieve great sound quality to presentations of the latest production technologies for individuals and small stations.

Participants were welcomed by ABU Programming Director Yasu Nagahata, who stressed how important radio was. In normal times it enhanced people's everyday lives, while in times of crisis such as COVID it provided vital links between broadcasters and their audiences. He thanked all participants and speakers for taking time to discuss

some major issues for producing the best possible radio.

RWP Chair Claire Gorman and Vice Chair Widhie Kurniawan spoke briefly about the challenges all broadcasters were facing and Mr Kurniawan recounted how 10 percent of his news staff at Radio Republik Indonesia had tested positive for COVID. He explained how RRI staff across radio, TV and online had been forced to develop new content and production methods to both cover the pandemic for audiences and also to cope with radically altered working conditions.

Anne Kruger of the international First Draft network launched the presentations by speaking of fact checking in the Asia-Pacific region. She stressed that however important fact

checking was, it was just as important to establish trust with audiences. She explained the differences between innocent misinformation and people who deliberately spread disinformation, either as blatant lies or as lies disguised as truth to trick listeners and readers. She said it was important for journalists to fill gaps in information to avoid data deficits and also important that they try to "pre-bunk" lies before they got into circulation rather than try to debunk them afterwards.

The ABU Media Academy's Director Steve Ahern then gave a number of tips to get the best possible sound quality under difficult situations, either using home studios or being on location without their normal professional audio equipment. The tips, which are now available on the Academy's web page, covered how to set up a studio at home, even in a bedroom, how to get the best audio quality out of telephones and other communications platforms and how to record top quality sound on location or from television audio feeds.

Next up, Karen Shrosbery, Program Manager for Women in News and Sport, a Pacific-based program for budding female sports journalists, explained how training has had to be adapted for different countries in the Pacific and she played interviews with two trainers from Papua New Guinea and India. The latter, Prathana Hazarika, said women should try to break great stories wherever they were, so audiences heard local examples of news and sporting events, not just major international stories.

In a change of pace, the next speaker was Jason Leigh, a copywriter for the international communications network M&C Saatchi, headquartered in London. He showed examples of a recent advertising campaign to promote the sale of turkey meat. He said that turkeys were often seen as ugly birds despite being nutritious, so the agency turned that into their main thrust with the message "Ugly ... but good for you". He said the radio campaign had proved so successful they developed it into audio-visual ads that even found space on Spotify playlists.

Andrea Ho, a regular contributor to ABU events, next spoke about the work of the Judith Neilson Institute. She described two of their major "Asian

JNI is investing in creating a go-to reference tool for anyone interested in journalism and news media in Asia from journalists and academics, to policymakers and businesspeople



News In Asia Report

Publication: Q3 2021

A groundbreaking report on the state of journalism in Asia

- map the region's news media landscape
- identify key news infrastructure in Asia
- highlight emerging news consumption trends
- cover issues such as media start-ups, disinformation and fact-checking, social media, media freedom, donor funding for media and the impact of COVID-19 on Asian news media

Collaboration with JNI and

- Journalism and Media Studies Centre (JMISC) at the University of Hong Kong
- News and Media Research Centre (NMRC) at Canberra University (Reuters Institute partner)



OTHER OPTIONS

- RESTREAM, STREAMYARD
- LIVESTREAM TO YOUTUBE
- LIVESTREAM TO FACEBOOK
- NB: COPYRIGHT!
- RECORDED WEBINARS
- EVENT RECORDINGS
- A PODCAST
- RADIO ☺



Stories" initiatives partnering multiple newsrooms around the Asia-Pacific. The Digital Sex Crimes project, which involved journalists from Hong Kong, Korea, Indonesia, and the Philippines. Their collaboration on Asia's Coal Dilemma involved journalists from Indonesia, Vietnam, Australia, Japan, South Korea and Malaysia.

Honk Kong's James Ross, of Asia Radio Concepts and Lightning International, covered the topic "Producing and syndicating successful music shows". In an interview with ABU Head of Radio Olya Booyar, he spoke of the differences between the needs of public service broadcasters and commercial radio stations in funding and advertising revenue, particularly for music shows.

Corinne Podger, Director of The Digital Skills Agency, gave a practical talk on social audio. She examined existing social audio platforms such as Clubhouse, Twitter Spaces and Facebook Live Audio which were useful for ongoing stories, audience questions-

and-answers, niche topics and networking/newsgathering. She said new platforms were being developed that allowed the storage and replay of audio, in the same way podcasting was not dependent on live listening.

Angela Stengel, Head of the ABC's Content Ideas Lab described a number of cutting edge ideas they were working on across the corporation. These included: connected cars and homes, emerging distribution platforms, diversity in media and society, artificial intelligence and machine learning and new ways of working. All of these involved digital and new media tools her team could use to add value to existing or developing programs and corporate initiatives.

In the absence of having an exhibitors area, the ABU Radio Working Party's virtual meeting rounded off with two presentations of new and upcoming technical products that might be of interest to members.

European-headquartered with offices in the United States, Mexico and Malaysia, Wedel Software demonstrated its unified audio advertising project and Adthos Platform built to bridge the divide between digital and terrestrial radio. Founder Raoul Wedel explained how their platforms worked to integrate and simplify production and presentation tasks for radio stations of all sizes and formats.

He was followed by the final speakers, Kirsten Smith and Phil Bignell of Broadcast Bionics. They joined the DWP conference from their mobile broadcasting van in the West of England to speak about a couple of their most interesting products. Camera One was an inexpensive and simple automated camera system for streaming vision from radio studios onto the web to supplement normal programming. Their Bionic Table was a simplified radio desk connected to broadcast quality mics and headphones, all run through a portable device such as an iPad/tablet or smart phone. The presenters said both products were great tools for individual producers or radio stations of any size, from small community broadcasters upwards.

The next meeting of the Radio Working Party will take place alongside the 58th ABU General Assembly and Associated Meetings, on 10 November, 1400MYT.

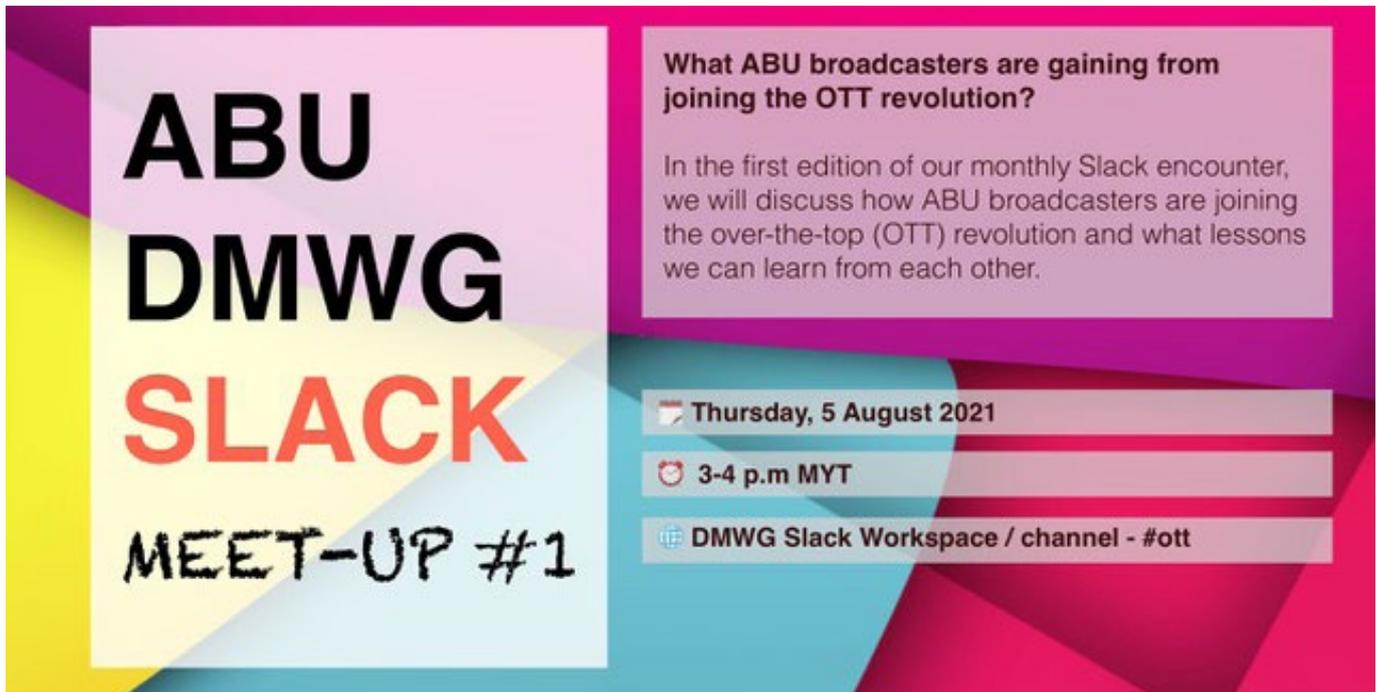


Telephones

Tips:

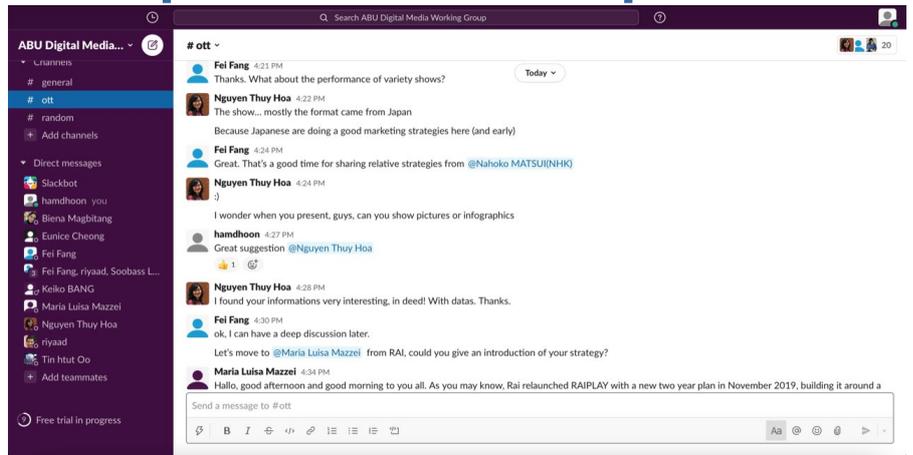
- For regular guests use a voice IP data app such as Report IT, Skype, etc
- If using a video app – audio quality is better than phones but video can chew bandwidth
- Use a wired line and handset held to ear when possible
- Do not use handsfree
- For mobile phones put phone to ear or use earbuds
- Do not use Bluetooth or Wifi ear buds or headphones – distortion, interference
- Ensure case or finger does not block mic
- Check location for background noise or room echo by asking caller to be silent and listen
- Phone lines and mobile data are often not adequate, causing quality drops, distortion or drop outs
- Internet broadband and mobile phone cells are built to service the biggest number of bulk customers. They work in the CBD normally, so suburban internet and cell capacity for millions working from home in suburbs,





The ABU Digital Media Working Group (DMWG) had the first of its planned encounters on Slack on 5 August 2021. In a new meeting format, the DMWG members explored the topic of OTT and shared insights and cases from their respective organisations. The moderated chat was led by DMWG Chairperson Riyaad Minty and Vice Chairpersons Fang Fei and Soobass Latchman. This marks the first of a series of encounters planned for the Group on Slack platform. The aim of these Slack meet-ups is to catch up and hear from the Group and update each other on the latest happenings at the member organisations. Members who joined the chat included NHK (Japan), RAI (Italy), Thai PBS (Thailand), CMG (Sri Lanka), MRTV (Myanmar), MBC (Mauritius), TRT (Turkey), RTPRC (China), VOV (Vietnam) and Bang (Singapore).

ABU Digital Media Working Group Slack Meet-up #1



ABU Music Exchange



The AMX, or ABU's Music Exchange, is an interactive platform that celebrates the diversity of traditional and contemporary music in the Asia-Pacific and around the world. AMX offers the opportunity for members to share and gives access to wide range of copyright-free music content for their programs. The AMX now has 24 members and exchanged 72 music programs since July, and 450 in total. (As September 8, 2021)

Covid-19 Solidarity Movement



Despite the immense challenges of COVID-19 pandemic for broadcasters, the ABU members continued to serve their audiences by

providing lifesaving information, education for school children and keeping their nation's morale up. The ABU COVID-19 Content Database has 2379 items, and 47 members registered under Asia-Pacific View (APV) solidarity platform. (As September 3, 2021)

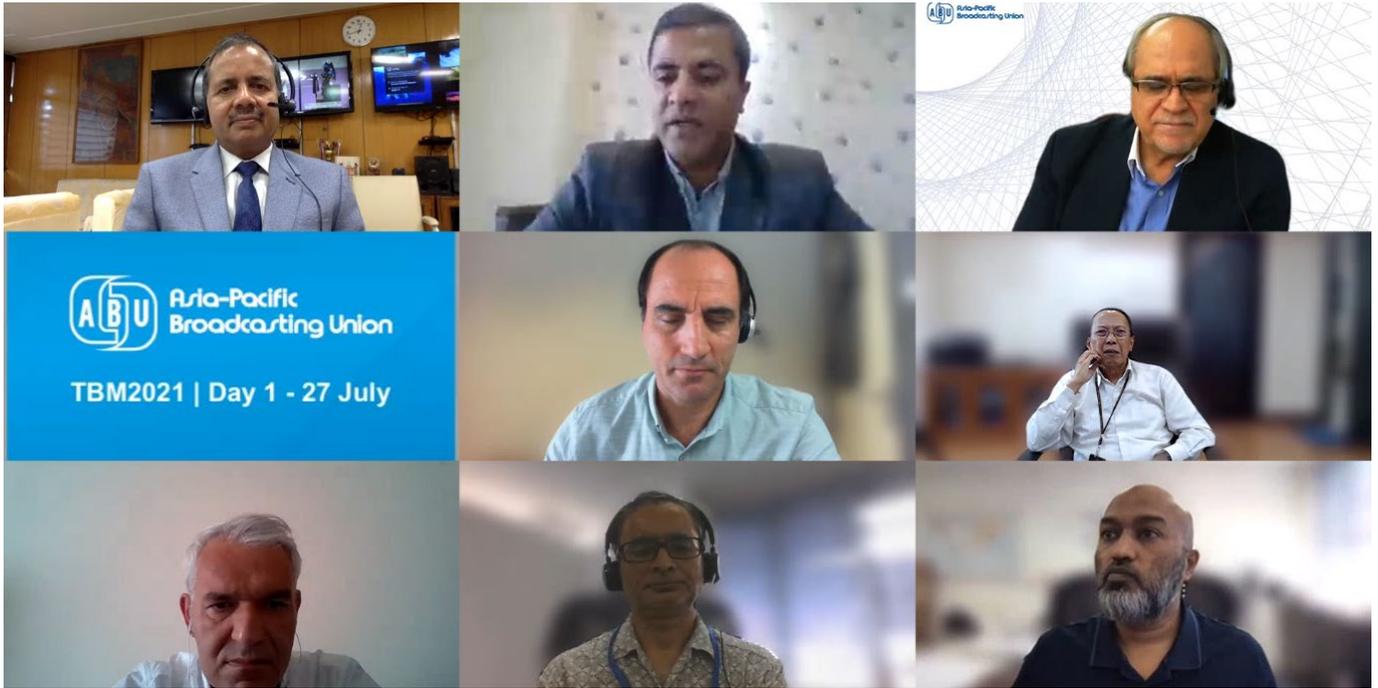


IBC2021

**LET'S GET
TOGETHER
AGAIN**

**3-6 DECEMBER '21
RAI, AMSTERDAM**

REGISTER NOW



ABU Technical Bureau Mid-Year Meeting 27-28 July 2021



The mid-year meeting of the ABU Technical Bureau was held online during 27-28 July 2021. ABU Secretary-General, Dr Javad Mottaghi delivered welcome remarks and stressed the need for increasing online activities and advisory services to connect with ABU members. Technical Committee Chairman Mr Hamid D Nayeri from IRIB-Iran chaired the meeting and heard the status updates from the bureau members. The members shared updates on the current situation, technological developments and the steps taken during the pandemic. The members present were from RTPRC-China, NHK-Japan, TVB-Hong Kong, Phoenix TV-Hong Kong, DDI-India, KBS-Korea, RTM –Malaysia, Mediacorp-Singapore, MTV-Sri Lanka, EAP-Sri Lanka, NBT-Thailand, TBC-Tonga, TRT-Turkey, VTV-Vietnam, VoV-Vietnam and IRIB-Iran.

The bureau discussed several agenda items and updates on the progress of different tasks and action items. Most importantly, a decision on online elections for the ABU Technical Committee Office Bearers, and the proposal to introduce award related to SDGs in place of the green broadcast engineering award were presented and discussed.

The TD activity report including webinars and symposium organized by the secretariat was presented to the bureau. The program schedule for the Technical Committee meeting to be held virtually alongside the General Assembly was also reviewed. The TC Chairman thanked all colleagues for their participation and contribution to the meeting.

Fourteen different webinar sessions on Advanced Transmission and Delivery Technologies were presented over three weeks during June and July 2021. The 3-part webinar series was hosted by the ABU Technology and 634 attendees participated representing from some 165 organizations in Asia-Pacific and elsewhere.

Experts shared presentations on a number of advanced topics that looked into new advancements in different digital transmission standards. Some of the advanced developments and features used in modern transmitters and antenna systems were also discussed extensively. Participants also got abreast of modern developments in IP-based and 5G-based technologies related to delivery and contribution that focus on broadcast applications.

Well-known speakers from Advanced Broadcasters NHK-Japan, NRTA-China; from standards development organizations DVB, ATSC, DRM; and other industry players Nautel, Rohde & Schwarz, Gates Air, Katherine, LiveU, Aviwest and VYPA walked through these advances in the broadcasting domain.

Different topics delivered by well-known experts during the 14 sessions were as follows:

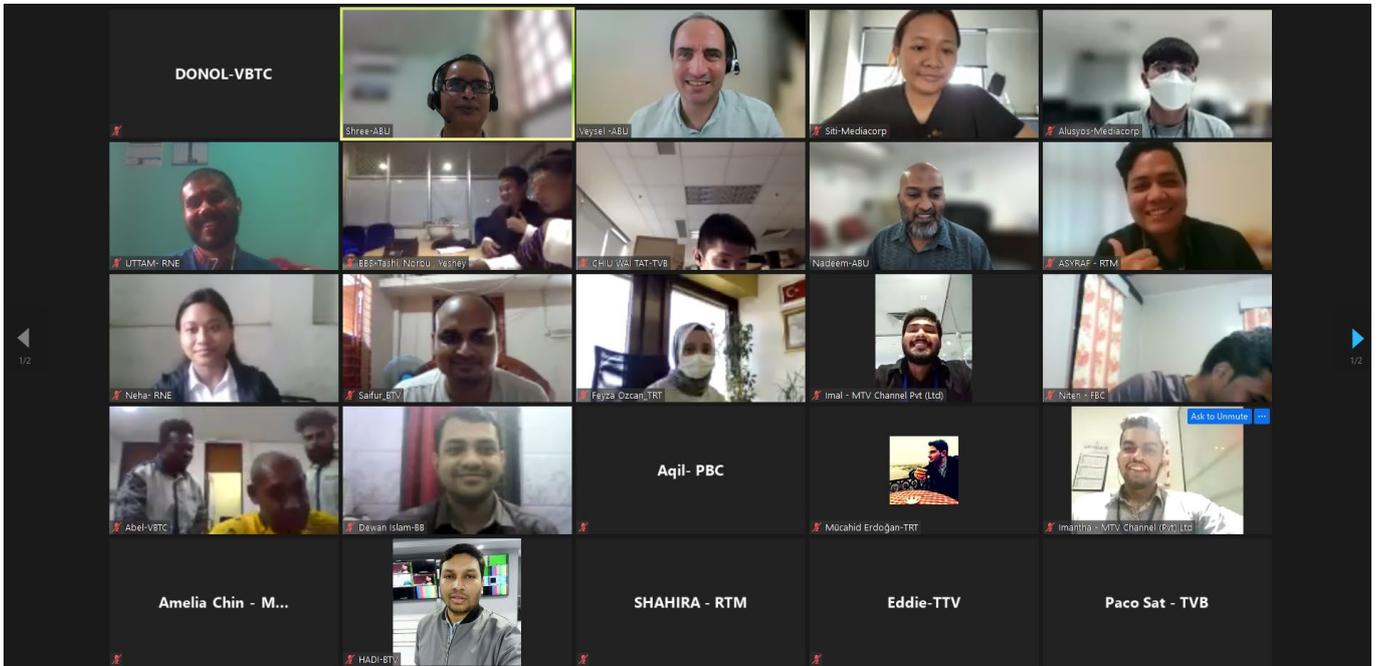
- The Second Generation DVB Specifications for Satellite and Terrestrial Transmissions- By Vittoria Mignone and Frank Herrmann from DVB
- A Study on the Transmission System of Advanced ISDB-T- By Kohei Kambara from NHK
- ATSC 3.0 and Convergence Opportunities - By Madeleine Noland from ATSC
- TVOS, its Application and the High-quality Development of China DTH- By Sheng Zhifan and Zhang Xinqiang from NRTA
- DRM – Smart Radio for All and Every Situation- By experts’ panel from DRM Consortium
- DAB: System Overview, Features, Global Updates and Future Roadmap- By experts’ panel from WorldDAB



Webinar on Advanced Transmission and Delivery Technologies June-July 2021

- Modern Broadcast Transmitters: Functions and Technology Features- By John Abdnour and Joe Cheong from Nautel
- Modern Broadcast Transmitters- By Nils Ahrens from Rohde & Schwarz
- Modern Broadcast Transmitters- By Oscar Hu GatesAir
- Advances in Broadcast Antenna Systems- By Prasanna Meemaduma from Kathrein
- Transforming Live Broadcasts with IP Bonding: LiveU's Solutions- By Hagai Zisser and Toby Liu from LiveU
- How 5G Simplifies the Live Remote Production- By Frédéric Parbey and Samuel Fleischhacker from Aviwest
- DVB's New IP-centric Solution and DVB-I a Universal TV service Layer- By Emily Dubs and Thomas Stockhammer from DVB
- Virtual Media Centre: The Art of Real Time Broadcast- By Ahmad Moradi from VYPA





ABU Technology & Innovation Department has been conducting workshops on Engineering Fundamentals for Broadcasters every year as a regular face to face meeting since 2014. Because of the pandemic, this year, we have used a new and enhanced approach to deliver this course. For the first time, we have used the Moodle platform, which is an open source online learning platform.

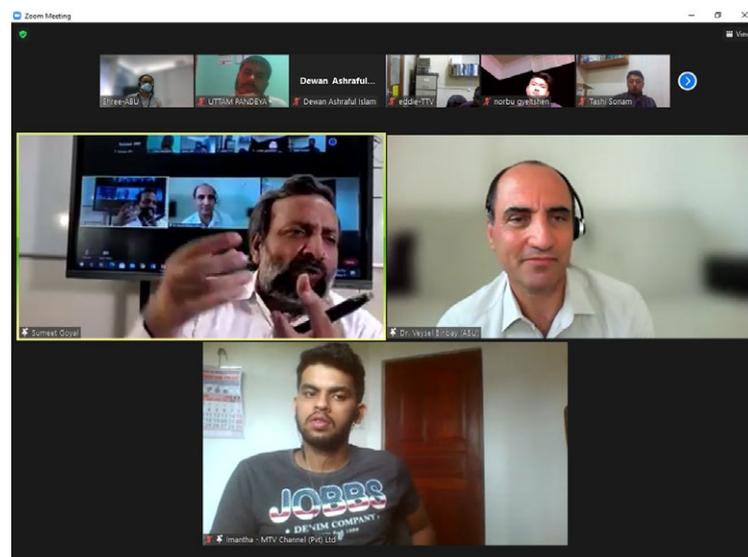
We have uploaded pre-recorded lectures and other related course materials like books, notes, web sources, articles etc., to the platform, and provided these to the participants all of them as on demand assets. The course consists of three levels: level-1, level-2 and level-3. Each level is planned to take approximately a month to complete.

As we are providing the course material as on-demand content, participants are able to access them whenever they are available in the platform. This is very useful for participants, as we consider all of them are working professionals and each one of them have their unique available time slots to access and browse through the course contents.

We launched level-1 on 26th July, and it ended on 23rd August. Level-1 consists of 10 separate modules to cover all the relevant fundamental topics for broadcast engineers. These modules are: "Video Basics", "Audio Basics", "Digital video and Audio", "Analog Communication Fundamentals", "Digital Communication Fundamentals", "Signals & Mediums", "Satellite Communications Fundamentals", "Networking & IT Basics", "Signal Measurement and Quality Analysis", "Overall Broadcast Chain".

We made each module accessible one by one according to the schedule. We have managed to work with several distinguished experts from IRIB-Iran, TRT-Turkey, NABM-India to prepare the course contents and provide recordings. After each module, we organised live online session with Lecturers to interact with the participants as question and answer session. And after thorough evaluation, successful participants are provided certificates after each level. This course is available only for technical staff from ABU Members and selection is by nominations only. We had an overwhelming nomination for level one from our Members. For first batch, we selected 42 participants among over 120 nominees. For rest of nominees, we have launched a repetition of level-1 course from 8th September and it is going to continue till 14th October 2021.

ABU Engineering Fundamentals for Broadcasters Training Course From 26 July 2021 Onwards





From left to right: Russel Woruba, Deputy Secretary, Department of Information and Communication; Joe Wafewa, NBC-PNG, Deputy Managing Director/Chief Engineer; Bannie Popate, NICTA- Spectrum Management Office; Kora Nou, Managing Director, NBC- PNG

NBC-PNG Installs New AM Transmitter

Papua New Guinea's national broadcaster, NBC-PNG, has installed an AM transmitter to improve radio services in the country's highlands provinces.

The transmitter, built by Nautel, a Canadian-based company, was installed in Goroka, capital of the Eastern Highlands Province. It was inaugurated on 15 July.

It is aimed at ensuring that people living in small population centres in far-flung places can get easy access to radio services.

In addition to news, entertainment and other services, the transmitter will help bring vital information to listeners in times of natural disaster.

Because the pandemic and lockdowns prevented a team coming to Papua New Guinea to assist, staff from NBC-PNG handled the installation themselves. They were helped by a locally based system integrator, South Pacific Systems Private Ltd.

The pandemic forced the timeline of the project to be extended. Once the installation was completed, it was deemed a success after repeated tests taking into account the signal strength, distance and other parameters.

The transmitter will provide improved radio services to people living in a wide area of the country including the central and eastern highlands, Morobe Province and the Gulf Province.

Weathering the Pandemic: A Tale of Two Asiavision Newsrooms

It's been 21 months since the first Asiavision stories presaged a global pandemic that is still challenging the world. Since January, 2020, Asiavision Members have uploaded more than 11,300 COVID-19 news stories, around 500 a month, even though most newsrooms have been operating under significant constraints. Here are the stories of two valued Asiavision Members.



TVRI Indonesia Yusuf Muhammad, Manager of Program and News Production, TVRI World

RECOVERING FROM THE PANDEMIC

"The second wave of the pandemic that hit Indonesia in June and July caused a large number of people to be infected with COVID-19. In just one month, it was recorded that one million people were exposed to COVID-19 in Indonesia. I was one of those of one million people.

"Recovering from the disease forced me to rest completely at home for a month.

"Luckily, I've been vaccinated twice so the virus attack was not too severe. However, I still had to rest completely at home. I self-isolated at home and followed all the health protocols that must be carried out properly.

"This pandemic that has hit all of the world, really must be watched out for by everyone. Before I became sick, I strictly followed the health protocols, but the virus entered my body when it was tired and weak. After two weeks of self-isolation, I still could not go to work in the office because I needed to go through the recovery phase. In total, I took a complete break for one month.

"The second wave of the pandemic really made all of us TVRI employees unable to work optimally. The Indonesian Government imposed Emergency Restrictions, which meant

the TVRI offices must close and only a few members of the Newsroom crew were allowed to go into work.

"A dozen people in TVRI's Newsroom were infected by COVID-19, including presenters, reporters, cameramen, editors and Asiavision Coordinator staff as well.

"In TVRI Centre, at least 42 people died due to COVID-19 and 30 more in branch offices around the country as hundreds of colleagues were infected by COVID-19.

"Based on the Government's current regulations - PPKM level 3 in September – even now TVRI can only have 75 percent of its employees working from the office. Hopefully this pandemic situation will end soon, and we can get back to living a normal life."



Asiavision Coordinator Liu Jun and fellow producers and editors from CCTV's News Channel. No particular department has precedence so any news staffer can grab a computer to work from. The facilities are open 24 hours a day with several hundred staff working in shifts and taking turns.

CCTV China Liu Jun, Asiavision Coordinator

In Beijing, China, CCTV's long-time Asiavision Coordinator Liu Jun says work life has changed little over the course of the COVID-19 pandemic.

She says: "Our work continues as usual after the outbreak. Till today, I have not yet experienced any lockdown in my community, and at my workplace. Fortunately, my family and I are all fine. We all go to work every day.

"Only those places with suspected or confirmed cases will be locked down, not the whole city. And people under lockdown will be at home until their QR codes turn green.

"Immediately after the outbreak, mandated mask wearing, temperature checks, contact tracing, health self-assessment and QR code scanning in public places were implemented across the country.

"Nevertheless, I was really scared last year, because I had to go to work under such circumstances. I did not go anywhere but home and work and I shopped online. But this year, I feel more relaxed. I dare to go shopping, to go to the gym, to visit friends and relatives.



Playing badminton at the gym where masks can come off.

"The biggest change for me, I think, is that I feel less nervous and afraid in my heart. Last year, I can go out, but I dare not - the virus can't be seen or touched. You don't know where the danger is. After more than a year of prevention control, I realise that these measures are effective.

"Now in autumn 2021, our daily work and life are the same as before. The hot summer has passed, and the cool autumn after the rain makes people feel refreshed. The weather is good, and I can go for a walk in the nearby park after I get off work every day. When there are few people around, I can take off the mask and take a few breaths of fresh air. Occasionally, I can invite friends to a restaurant for a meal.



Mooncakes for the Mid-Autumn Festival are a feature of supermarket shopping in September: "I choose noon-time shopping because I think there are fewer people shopping at lunch-time than after work."

"Except that I have to wear a mask wherever I go, everything else is the same as before. The gym is open normally, and I can play badminton with my colleagues once a week. Museums, shopping malls and exhibition halls are also open normally in Beijing."

TOKYO2020 sets the benchmark for ASIAVISION collaboration

Photo CCTV – The Tokyo 2020 Olympics athletics venue.



Photo NHK – Fans gather in Tokyo to watch the aerobatic team's final rehearsals for the Tokyo 2020 Paralympic games.

Asiavision set a record in July, 2021 with Members uploading the highest number of News Stories since before the pandemic began – 1,605. **DDI** India (324) led the way, followed by **CCTV** China (275), **VTV** Vietnam (244), **NHK** Japan (171) and **IRIB** Iran (136).

Members uploaded the largest number of COVID-19 News stories since the previous July with 555 dedicated news stories on the pandemic.

NHK Japan won the Monthly Award for July for its excellent coverage, coordination and facilitation of news stories on Tokyo2020.

Ensuring copyright-free, Tokyo2020 news stories were available on the News Exchange was a challenge that Asiavision Members took on with distinction during the Olympic Games.

After four months of planning at the Editors-in-Chief Monthly Meetings, Asiavision Members committed significant resources to provide joint coverage of the Tokyo2020 Summer Olympics and Paralympics.

Due to Rights restrictions, the coverage required detailed planning and coordination.

With host country broadcaster **NHK** Japan taking the lead, Members contributed more than 230 News Stories during July and August.

Through a special arrangement, NHK World also provided stand-ups and pre-packaged ready-to-air content.

Asiavision Members including **NHK** Japan, **CCTV** China, **DDI** India, **IRIB** Iran, **KBS** Korea, **TVB** Hong Kong, **VTV** Vietnam, **SBC** Samoa, **TV5** Mongolia, **SLRC** Sri Lanka, **EMTV** Papua New Guinea and **TVTM** Turkmenistan contributed to the coverage, along with Sister Unions Eurovision and Afrovision. Leading the list was **NHK** with 75 news stories, **CCTV** with 70 and **DDI** with 63.

Asiavision would like to thank all Members, especially NHK Japan's Satellite Operations team lead by **Yukako Gomi**, Manager Media Strategy and Cooperation, for their tireless efforts in coordinating the coverage.



Photo CCTV – Supporters gather at Chinese table tennis player Ma Long home town as to watch him successfully defend his men's table tennis singles title at the Tokyo Olympics.



Photo IRIB – IRIB's coverage of the events that unfolded in Afghanistan not only looked at the military operations, but also included how the people rebelled against it.



Photo ARIANA TV – Asiavision through its Sister Union Eurovision was able to provide Members with extensive coverage of the situation in the Panjshir Valley from the resources of Afghan broadcaster ARIANA TV.



The biggest story that made global headlines in August was the takeover of Afghanistan by Taliban. Asiavision Members were swift with their coverage of the events, in and around the region, and once again proved they are leaders in the **global news landscape**.

A whopping 212 items on the situation in Afghanistan were provided by Members, along with coverage from Sister Union exchanges. Members who Made the most contribution included **IRIB** Iran, **CCTV** China, **DDI** India and **NHK** Japan.

CCTV China won the August Monthly Award for their excellent coverage of the takeover of Afghanistan by Taliban. CCTV's coverage started before the takeover, with stories of the events that unfolded after the withdrawal of American and Allied troops from Afghanistan. CCTV continued their coverage in and around Afghanistan on the social, economic and political fronts of the event. CCTV also secured exclusive interviews with the Taliban's spokesman which was one of the most used items shared by Members as well as Sister Unions.

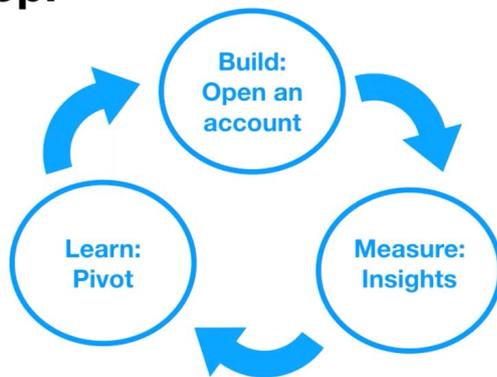
ASIAVISION'S multi-layered Afghanistan coverage

IRIB Iran was Highly Recommended in the August Monthly Awards for their timely and swift coverage of the takeover of Afghanistan by Taliban. IRIB's multi-layered coverage of situation in Afghanistan gave Asiavision Members a look at the situation on the ground in Kabul before the takeover, as well as while the situation unfolded. IRIB's coverage included exclusive interviews with ousted politicians who led the opposition fight in the Panjshir Valley.

Social Media, Sales and Screen Wisdom in ABU Media Academy Courses

Entrepreneurial mindset

- Trial and error: dare to fail
- Take it seriously: dedication!
- Startup loop:



During this quarter the ABU Media Academy delivered a range of online courses and webinars in areas such as social media, sales and screen production. Here are some tips from these engaging training courses.

Social Media

On social media audiences want:

- Bite size information
- Lots of visual content
- They want to be entertained
- They want short explainers to inform them

“Allocate regular staff and regular times to post content... post every day,” advised tutor Sanne Breimer.

“Ask why would the audience want to know this, before you post something. What problem will your content solve for your audience?”

Sales

“You can’t successfully sell advertising to someone if you don’t know what they want to achieve from that advertising,” said Stephen Pead, who taught course participants how to conduct a Customer Needs Analysis and to prepare a targeted advertising proposal based on the CNA.

Key points for a successful Customer Needs Analysis meeting are:

- Perceive yourself as a professional problem solver.
- Ask lots of questions to discover what problem the customer wants to solve.
- Believe in what you say, that belief will be communicated.
- Communicate your organisation’s Point of Difference.
- Demonstrate your credibility with examples of how you have solved problems for others.
- Discover the expectations of the customer.
- Create confidence in the customer that you can solve their problem.



Stephen Pead

“People buy based on value not price, but it is their perception of the value, so you need to convince them of the value of the advertising opportunity and you must adapt it to meet their needs before you can close the sale,” advised Stephen during the four week course.

Screen

Post Production is an old fashioned term. Virtual production that used to happen after filming was completed is now part of the whole creation process of television shows and movies according to Kirsta Jordan, the Head of Animation at AFTRS.

Virtual Production is not new, but now it is changing the workflow of the screen production process. “We have de-coupled location and creativity with the new equipment that is available,” said Krista in a 90 minute webinar.

There are now cameras that can digitally replace backgrounds while filming, similar to what can be achieved in Zoom conference calls, but at much higher quality. Virtual sets now bring location realism to any studio television shoot.

Pre-visualisation using digital storyboards now takes place at the beginning of the script writing process, bringing virtual technology to the front of the production process, not the end.

“These new tools give us new ways to create our stories... they have changed the production workflow,” said Krista, advising producers to think about using the new tools to decrease costs, unlock greater creativity and overcome the limitations of Covid social distancing.

All these courses are available on request for replay from the ABU Media Academy’s online learning platform. Please email: academy@abu.org.my for access.



Krista Jordan



TRT Chairman and Director - General and ABU President Ibrahim Eren Steps Down

Mr Ibrahim Eren has stepped down from his role leading the Turkish Radio and Television Corporation.

Mr Eren has been actively involved with ABU Administrative Council work for several years when he became Deputy DG of TRT. After serving TRT in this position, he was promoted to lead the corporation as TRT Chairman and Director - General on 10th July 2017. Mr Eren was elected as ABU Vice - President at the 2018 ABU General Assembly in Ashgabat, Turkmenistan. He served as ABU Acting President from 25 January 2020 till his unanimous election as ABU President at the 2020 online General Assembly last December.

Upon learning of this decision, Dr Javad Mottaghi, Secretary General of the ABU stated;

"On behalf of the ABU membership, Administrative Council and Secretariat, I would like to place on record my sincere appreciation and gratitude to the ABU President Mr Ibrahim Eren for his inspirational leadership, commitment and wisdom in leading the Union over the past year. I have to particularly refer to his outstanding guidance of the 57th ABU online General Assembly in December 2020 and Administrative Council Meetings in 2020 and 2021, which resulted in successful and productive meetings in the history of the

Union during the challenges imposed on all of us by COVID 19 pandemic."

As per the rules regarding Presidencies of the Asia Pacific Broadcasting Union, Mr Yang Sung-dong, President and CEO of KBS- Korea, became the ABU Acting President with effect from 15th July 2021 until the forthcoming ABU General Assembly in November 2021 when members will have the opportunity to elect a new ABU President.

Dr Mottaghi added: "I take this opportunity to thank Mr Yang Sung-dong for accepting to be the ABU Acting President."



Dr. Mehmet Zahid Sobacı appointed new Director General of TRT

The term of office of Mr. İbrahim Eren has expired and Mr. Mehmet Zahid Sobacı has been appointed as new TRT Director General.

Prof. Dr. Mehmet Zahid Sobacı graduated from Uludağ University Faculty of Economics and Administrative Sciences, Department of Public Administration in 2001. He completed his master's (2005) and doctorate (2009) education at Uludağ University Institute of Social Sciences, Department of Political Science and Public Administration. He became an associate professor in 2013 and a professor in 2020.

His areas of expertise are reform in public administration, public policy and the relationship of social media-politics. The books "Administrative

Reform and Policy Transfer", "Public Administration in Theory and Practice", "Social Media and Local Governments: Theory and Practice", "Sub-National Democracy and Politics through Social Media" and "E-Parliament and ICT-Based Legislation: Concept, Experiences and Lessons" are among his main works. His many articles were published in national and international journals in his areas of expertise.

In 2014, he received the TÜBA (Turkish Academy of Sciences) Notable Work (Honorable Mention) Award in the field of Social Sciences with his editorial work titled "Public Policy: Theory and Practice".

Between 2015-2018, he carried out studies in the field of Internal Politics at the think tank SETA. He served as

the Vice Director of the Directorate of Communications of Presidency of the Republic of Türkiye between 2018 and 2021. At the same time, he served as the Chairman of the Board of Directors of the Press Advertising Agency between 2019-2021. Mehmet Zahid Sobacı is married and has two children.

Upon hearing of the new appointment, Dr Javad Mottaghi, ABU Secretary General stated; "We wish Mr Eren every success on his new journey and thank him for his unwavering support within the strong relationship the ABU and TRT share. We extend our heartfelt welcome to Dr. Sobacı as the new DG and extend our intent to carry on the long-standing and beneficial relationship between our two organisations."

ABU SG attends online event: The Eurasian Peoples Assembly



ABU Secretary General Dr Javad Mottaghi was invited to speak at an online event entitled: "WIN TOGETHER" held on 6th July by The International Union of Non-Governmental Organizations: the Eurasian Peoples' Assembly. The Union was established at the First Congress on May 27, 2017 in Moscow. More than 2,500 representatives from 67 countries attended the Congress.

Below is Dr Mottaghi's speech:

World War Two was the largest and the bloodiest conflict in human history. Millions of people died at the front line and away from it. The war caused unimaginable suffering throughout the globe, the destruction of cities and villages, displacement of people, hunger and ruined economies. It changed the world in so many ways. For us who were lucky enough to live in time without major conflicts, World War II is known only through old black and white photographs and news reels, books, films and documentaries.

Why is it important to preserve the memory of the war? Because we owe

it to both the previous generations who sacrificed so much during the long years of fighting and to the future ones who would have happier and more prosperous life if they are spared the horrors of a new war, which considering the available weapons of mass destruction could lead to the extinction of humanity.

The famous quote by the philosopher Santayana says that "Those who cannot remember the past are condemned to repeat it". This is a warning to all of us and media has a crucial role in preserving the memory of the war. By remembering we acknowledge the bravery of the soldiers and civilians who opposed evil paying the ultimate price for the freedom of the next generations.

Media can play a crucial role in promoting peace and stability across the world by learning lessons from the past and present for the future.

We media professionals could strengthen solidarity against violence and those who promote it. The foundation of this solidarity can be the famous maxim, "Love Thy Neighbor."

The outgoing President of Italian public broadcaster Rai has praised the cooperative relationship the organisation has built with the ABU.

In a farewell message to the Union, Marcello Foa has described links with the ABU “really enriching and mutually purposeful”.

ABU Secretary-General Dr Javad Mottaghi had earlier described Mr Foa as having a genuine affection for and understanding of Asia and the Pacific”.

“As President of Rai for three years, he attended and spoke at the ABU General Assembly and took an active part in all our important CEO dialogues, above and beyond what we might have hoped,” Dr Mottaghi had said. “As President of Rai he led the organisation of the ABU-Rai Days in Venice and the latest, hybrid event in Milan and online.”

Mr Foa said it had been “an honor and a pleasure to lead Rai in the last three years”.

“The Covid crisis was a major challenge as Rai had been the first European Public Service Media, in March 2020, to address the issue and the outcome was brilliant: not a single hour of broadcasting has been lost among our 14 TV channels and 12 radio channels; meanwhile, our digital platform was able to reach a wider and younger public. Over all we were rewarded by very high ratings, reinforcing our national leadership.

“But Covid didn’t stop our willingness to establish strong relations with PSM abroad, as I’m personally convinced that the ability to establish alliances and to share experiences and solutions is crucial in an era where traditional TV and radio broadcasters are struggling to remain relevant. We face the same digital challenges and we are aware our main competitors will be soon not typical Private National Broadcasters but mainly big international and powerful players as GAFA and Netflix and Disney. So Public Service Media should unite in each possible field and ‘fight’ together.

“Rai has been consistent with this goal playing an important and constructive role in the European Broadcasting Union and was able, as



Outgoing Rai President praises links with ABU

well, to establish privileged relations in America, in Africa and, mainly, in Asia. The cooperation with the ABU has been really enriching and mutually purposeful also, but not only, through our joint initiative ABU Rai Days. What an experience it has been! A strong ‘foreign policy’ is the legacy I’m most proud of.

“Concerning Rai’s management, I committed myself to promote real meritocracy among employees, defend independent and trustworthy journalists, encourage a profitable and transparent management of public funds also to deflect criticism on PSM’s ability to avoid waste of money.

“During these three years my ‘mantra’ has been: we must win daily the trust of Italian citizens, showing respect, real pluralism and professionalism. I’m aware it’s not an easy task, but it’s essential to keep Rai at the center of the challenging but fascinating media landscape of Italy.”



Member CGTN Speaks: Ms Liu Cong, Deputy Director, CGTN - Pandemic Era Broadcasting



Nairobi production center, China 24 featuring in-depth reports and analysis of the stories in China, and Asia Today highlighting the latest news across the region by our Beijing headquarters and Americas Now covering stories of society and people's life in Latin America by our Washington D.C. production center.

We aim to provide a platform for a variety of voices and global perspectives for our audiences. In addition to the talk shows for different regions, CGTN also launched a news program called The Link, fronted by its Beijing headquarters, in collaboration with its Africa, Europe and North America production centers. Politicians, experts and scholars from different continents are brought together to discuss issues of the day, giving viewers access to the views of different regions and groups of people.

Through "different coverage for the same world; different perspectives for the same coverage", CGTN provides viewers with a more comprehensive and real world that is different from the Western context.

The slowdown in the world economy caused by COVID is bringing hardship in many sectors of society. How can radio and TV broadcasters help at times like this? What has CGTN been doing or done to help?

The Media is an information provider. Especially in the case of quarantine and lockdown due to COVID-19, the media has become the main source of public information, and its role in the public service sector has become prominent as an important force for stabilizing society and building consensus. Since

We noticed that CGTN has been reporting on Africa for long time. How does CGTN objectively report on other countries? Will the approach be the same as when reporting on developed areas/regions/countries?

CGTN is committed to providing global viewers with accurate and objective news coverage from diverse perspectives. The reporting strategy is consistent in covering news events in both developing and developed countries. To honor the official slogan "See the difference", we pay more attention to observing and discovering what the media covers while presenting more voices from developing countries. By getting an alternative take on news issues, CGTN audiences can have a more comprehensive understanding of news stories and the real facts of the regions.

Take Africa as an example. Unlike Western media coverage, which is full of war, conflict, disease, drought, hunger and crime, CGTN comprehensively looks at Africa's development and progress in the fields of politics, economics, society and culture. Rwanda, known as the "Singapore of Africa", has maintained an economic growth rate of more than 6% in recent years, making it one of the fastest growing economies

in Africa. Unfortunately, the

mainstream media is still filled with reports of massacres, traffic accidents and robberies. CGTN chooses to focus on the enhancement of governance efficiency and improving business environment. Viewers say that the stories about great strides in developing the nation's economy and improving people's lives, and not just ethnic conflict, help them see a different Rwanda.

Our reports have won recognition from all sectors of African society. Many African government agencies and international organizations are more willing to accept our interviews, believing that our reporting is more objective and credible, and can express their voices. Research published in the Journal of International Communication by Herman Wasserman of the University of Cape Town and Dani Madrid-Morales, then at the City University of Hong Kong, suggests that CGTN's "constructive reporting" strategy suits Africa's needs.

Like the principle of "Africans covering Africa", CGTN adheres to the localization strategy in its global coverage, enabling local people to tell local stories and truly reflect the beauty of cultural diversity. We have thus produced content at different production centers to reflect life in different regions, such as Talk Africa and Faces of Africa by our

the outbreak, CGTN has provided accurate information on epidemic prevention and control, popular science knowledge, and emergency assistance channels through reports from our frontline journalists and authoritative interviews with experts. CGTN's special livestream program COVID-19 Frontline invited frontline medical workers from China to share their experiences with hundreds of professionals from more than 20 countries in 76 episodes. It drew internet users worldwide with 280 million pageviews. In the course of steady economic recovery and smooth social operation while dealing with COVID-19, the role of the media should not be underestimated.

CGTN has effectively boosted the confidence of the economic recovery through news coverage by launching special series such as Rebooting China, Employment Observation, and Biz under the Pandemic. During the Boao Forum, we conducted both online and offline interviews with many international politicians, scholars and experts, echoing the "Boao Initiative", and we affirmed that the joint fight against the virus is an important step in boosting the global economy.

CGTN has also actively introduced the various economic policies of the Chinese government, selected typical cases, interviewed industry experts, conducted data interpretation and observation reporting, and provided solutions and effective experience for the recovery of the domestic economy and the job market. Moreover, during the China International Import Expo, the China International Fair for Trade in Services, and the China International Consumer Products Expo, CGTN built a comprehensive information service platform for global trade in services, consumer goods, and imported products through all-media exhibition reporting, exhibitors' experience sharing and talks among financial and economic leaders, highlighting the resilience of China's industrial chain.

At the same time, by leveraging its unique feature as an international media outlet, CGTN has also shored up confidence in the global economic recovery while making a strong response to international public opinion and speculation, and has demonstrated the responsibility of the

media in helping the global community combat COVID-19.

How has CGTN modified its operations during the pandemic? What do you think the future operating model will be like post-COVID?

The impacts of the outbreak have had far-reaching effects on the media in terms reporting methods, production patterns, and the form of the products. Many interviews and reports have been conducted online, or through an online-offline combination. CGTN, on the one hand, has been actively exploring and developing remote reporting technologies to better present the global anti-pandemic efforts to its audiences through a global coordination mechanism. On the other hand, it has been actively adjusting the operation concept by reaching out to more stringers and vloggers to set up a global platform. To date, nearly 10,000 people from 23 countries and regions around the world have provided us with reports and resources, enabling our audiences to hear and see the anti-pandemic stories of ordinary people around the world, greatly enriching the perspective and content of CGTN's coverage. Among them, CGTN's The Global Guardians, created by vloggers, was the winner of Best Digital Non-Fiction Series at the Asian Television Awards. Beyond the pandemic, by adhering to the reporting principle of "See the difference", CGTN will keep on enhancing its global operation, upgrading its media content and mechanism, and strengthening localization and UGC/PUGC content, so as to play a unique role as a Chinese media organization in global reporting.

CGTN will actively adapt to the new changes in the international media landscape brought about by the pandemic, and innovate in technology application to narrow the distance with audiences at home and abroad. In the future, CGTN will devote itself to building more domestic and overseas sharing platforms and creating more premium interactive multi-media products to better tell the stories of China and the world to its domestic and global audiences in a diversified, multi-language and multi-platform manner. A closed-door international public opinion and news

coverage due to the pandemic is the last thing we want to see. CGTN will continue to make friends, strengthen communication and exchanges with overseas media outlets, and work together to advance the building of a community with a shared future for mankind.

Before COVID, we saw a decline in media trust in many countries, including terms like "fake news" being used often. Has that happened in China too? What can media organizations do to keep the trust of its audiences?

User-generated content has exploded during the pandemic, and with it, the sources of information and disinformation. The impact on public opinion at home and abroad underlines the important role of authoritative media to keep speaking out.

As a responsible international media organization, CGTN always insists on building its credibility with accurate, timely and objective coverage and balanced and rational analysis. We stick to fact-based reporting rather than sensationalism or emotional displays to attract attention. We should not only let the world listen to China's stories, but also let the world listen to the stories of other countries. In the face of conflicting reports during the pandemic, CGTN reporters went to Wuhan and other key news scenes to inform China and the world on the real situation of China's fight against the epidemic. Through on-the-spot interviews we could set the record straight with first-hand and reliable sources of information, giving the world access to the truth.

In the era of online information explosion and user-generated content flourishing everywhere, the mainstream media should always stay true to its "original aspiration" of serving the public, fulfill the social responsibilities, give full play to the professional advantages, provide timely, accurate and objective information with rational analysis, clarify fallacies, and quash rumors by finding out the truth behind news events.

This is how to win the trust of global audiences with authority and professionalism.

Notes From Malaysia: a Discussion with Chief Executive Officer, Dato' Khairul Anwar Salleh

Media Prima Television Networks & Primeworks Studios



What aspect drives your focus on working for the organization with regard to its mission, vision and values?

What drives me? To be able to solve problems...be it a creative design or to decide on a film investment, designing a new show format or understanding the disruptive viewing habits of today's audience. Finding the solutions makes me get up every morning.

As a leader, you are only as good as your team and how well you choose your team and empower them to take this journey with you in solving/finding solutions to enable the company to drive the group's mission, which is to enrich lives by informing, entertaining, and engaging across all media.

How does someone in your role ensure that they are adding value to the organization in such disruptive times?

Understanding the audience will be the most important aspect of the work. By understanding their needs, their pain points, will enable us to construct the right strategy be it in Content, Platform, Technology, or Distribution.

In today's world, partnerships and collaboration is crucial in achieving the optimum results. We must be willing to work with the best in the business (both internally and externally) to innovate, find breakthrough solutions and respond quickly to competitive pressure.

The continuous push to reimagine the company's incredible potential and focus on what is possible which in turn helps maintain morale especially in the face of uncertainty.

Due to COVID-19, what are you most afraid of regarding the future success of the business and serving the audiences?

The audience behaviours have changed drastically due to the pandemic. Their media consumption pattern has changed, and we are working very quickly to understand this behaviour, to quickly adapt and change how we conduct our business where necessary.

The new rulings on health safety measures in Malaysia have also disrupted delivery of our content production and this has had some impact on our channel and business performance.



Why are commercial broadcasters important to society?

Over the past decade, FTA TV has proven remarkably resilient in an era of immense disruption. Despite the emergence of new SVOD services and online video platforms, there is a renewed interest in linear television as audiences have increased due to the need for information.

Our news media was the first target of this legitimate interest, which quickly spilled over into other content. Also, commercial broadcasters are still the most trusted form of advertising because it works and has been at the foundation of driving the transformation and reinvigoration of brands.

What are the challenges facing the broadcasting industry, during these challenging times?

Right now the industry is in uncharted waters as we adapt to new realities. The pandemic has accelerated the ongoing transformation in production, distribution and consumption. The halt in content production has been quite a challenge. Having said that, it's worth looking at the glass half full and

understand how we can all make the most out of the current situation.

What is your perspective for international partnership and what suggestions do you have to make it more productive for all parties?

International partnerships, when done right, can be a great way to further promote and shed light onto the local creative industry while driving up viewership, creating value and facilitating creative exchange. I hope that we'll be able to continue to embark on new partnerships to maximise audiences much like the partnerships we have built with international streaming platforms/OTTs ie Netflix, WeTV, iQiYi and Disney+ where we are able to work synergistically to reach out to potential new audiences and stay true to our commitment and reputation for fresh storytelling and high quality productions.

In Conversation with Mr Alisher Khadjaev - Chairman National TV and Radio Company of Uzbekistan - MTRK

Would you please tell us about the stages of television development in Uzbekistan?

The history of modern TV began in Tashkent. A group of scientists under the guidance of Mr. Boris Grabovsky and Mr. Ivan Belyansky showed a moving tram initially via experimental television installation in 1928, in Tashkent. Thus, it was Uzbekistan (Tashkent) where the first-ever telephoto image of a moving object has been succeeded to get using the Telephot system. The invention called a cathode ray tube transmitting and receiving a moving image was registered under Patent No. 5592. This day is considered to be the date of birth of modern television.

A device transmitting television images was installed on the street the same year in August. That was the world's first live broadcast report from the street and a great victory of inventors from Tashkent.

The first Tashkent television studio was launched in 1956 in Uzbekistan, and as early as in 1980, the transition to color image was made in television. From 1982 to 1991, "O zzbekiston" was the only TV channel, and it broadcast several times a day. In 2005 there were already 4 radio and TV channels, 7 new

TV channels were formed in 2013, and the transition to digital television was carried out in 2018.

There were reorganizations in the state television in 1992 and later in 1996, finally the state television was renamed into the National Television and Radio Company of Uzbekistan (MTRK) in 2005. Today, MTRK is the national broadcasting network of the Republic of Uzbekistan, which includes 14 central TV and radio channels, as well as 12 territorial TV and radio companies with coverage in all regions of the country.

In recent years, we have faced some challenges but due to the government's great attention to the development of broadcasting and the introduction of advanced technologies, MTRK overcomes all the problems and together with its valuable staff and a close-knit team is going to celebrate another significant milestone in history - the 65th Anniversary of Television in Uzbekistan, in November 2021.

Are there any new media projects that MTRK has implemented together with foreign partners?

MTRK has always been ready to lend a hand in order to help to meet those who have intentions for the benefit of

bilateral development and the creation of the best solutions for literate media content. Thus, marking only the current 2021, in the conditions of still a pandemic situation around the world we have worked on following projects;

- At the request of the "Mir" International Television and Radio Company MTRK fully filmed and provided the partners with the all the required video materials such as footages and interviews in Uzbekistan for mounting into a single documentary film dedicated to the 55th anniversary of Tashkent's earthquake.

- Dennis Wooley, an American leading producer and author of the television program "THIS IS AMERICA & THE WORLD" who has been interviewing world leaders, celebrities as well as experts in various spheres of life for more than 40 years for US television, radio and books, visited Uzbekistan May and July this year/ The purpose of the visit was to prepare 4 and additional 3 TV programs about Uzbekistan which included interviews with the heads of ministries and departments, regions of the country and representatives of various spheres throughout the country, as well as attendees of the international conference "Central and South Asia:

Regional Connectivity. Challenges and Opportunities", which took place in Tashkent in July 15-16, 2021. All these programs about Uzbekistan have already been successfully and widely showed throughout the United States television network the Public Broadcasting Service (PBS) in June, July and August 2021.

Can we say that the appearance of television has changed, taking into account the development of modern media, including social networks, if so how has it changed in your view?

In the modern world, just like other industries, the media is also actively developing. Television has been also changing, it is expanding its place and role in society. Completely new phenomena are emerging behind the experience and skills of television veterans. Competition has changed, the ways of communication between mass media viewers and listeners have changed, the laws of perception of television have changed. Meanwhile, modern Internet search engines, social networks, recommendation services, news aggregators are far from transparent and by no means homogeneous: they are active participants in the process of delivering content to the user, their activity can increase the readability of some resources and reduce others.

In recent years, competition has grown enormously, but this competition is not between the media-just the number of Internet resources and content sources has soared up. Many resources compete with each other, not formally considered mass media. Among the mass media competitors, we see both commercial resources that publish news to attract the flow, and the resources of various non-profit organizations.

Using the example of MTRK, I must say that we have started to create more powerful content in the social sphere, and this is clear from the opinion of TV viewers who perceive it correctly. The development of social networks also encourages us to move forward and creation of a powerful OTT television platform in the country became as example, thanks to which the coverage and use instantly multiplied, the borders were re-drawn and a new



horizon was opened for compatriots and not only.

What can the MTRK offer today to the country's audience, how it retains and attract viewers and listeners?

Competition among news TV and radio channels leads them to an increasingly hard-fought competition for the viewer. Information as content conditionally becomes a commodity that, according to the laws of media economics, is offered to its viewer as a 24-hour news channel.

For TV and radio channels, the key to success is, first of all, unique and interesting content. In order to raise the level of TV and radio channels, retain their viewers and listeners and attract new ones, first it is necessary to produce your own national media products and purchase competitive content that may interest the target audience. Obviously, we need to pay special attention to the selection of good movies, TV series, create programs of our own production, taking into account the direction of a set of available TV channels and using modern technologies.

Depending on the direction of TV and radio channels, first of all, what the audience wants is studied, work is carried out on their desires and constant feedback from viewers. Finding more

specific approaches, monitoring the processes, which are going abroad in this direction. The opportunities and potential of the MTRK are huge. Professional development of employees and timely promotion of their work is the key to success.

MTRK has launched the OTT service recently. How are things going and what new has been done in this direction?

The OTT service platform was launched in test manner in April 2021, and the number of its subscribers is growing from month to month. Also, a number of virtual channels have been launched on the OTT platform, in order for the population to have the opportunity to watch films of domestic production, sports competitions, and programs on the topic of religious and educational orientation live and recorded on such as "KINOTEATR.UZ", "SPORT2", "HIDOYAT SARI".

It is necessary to find a way to explain to the population a simpler way about the capabilities of the OTT platform. Despite the powerful propaganda, many viewers still do not know about it. It is necessary to gradually and fully use the capabilities of the OTT platform and expand its use, because the future is partly connected with Internet television.

Best Practice from Bangladesh

Mr. Shohrab Hossain, Director General, BTV

Broadcasting in Bangladesh has undergone great changes in recent decades. How healthy is broadcasting there now, including your organisation?

Media in Bangladesh has grown up as a combination of government-owned media and private media. Broadcasting in Bangladesh has undergone great changes with the emergence of satellite television in private sector. It has changed the media landscape of the country. Two and half decades ago state run Bangladesh television was the only television channel in the country.

To face challenges of the new era of broadcasting in digital age, my organisation is also using several platforms of broadcasting like WebTV, IPTV, mobile app, etc. to reach all level of viewers. The existing laws, rules and regulations relating to media in Bangladesh promote basic principles, ethical journalisms and responsible media interventions. Thus, a very vibrant media atmosphere is prevailing in our country.

How has BTV changed its work processes in light of COVID19?

Increase of public awareness is one of the area of major challenges for our government to tackle COVID-19 situation effectively. From the very beginning of the COVID-19 pandemic BTV is creating awareness among the mass people by broadcasting daily COVID-19 news and various awareness building programmes. BTV had to implement necessary changes to their daily operations to abide by social distancing guidelines. Many regular programme schedules had to be cancelled and filled with new schedule with adjustment to the pandemic situation. BTV tried to keep audience up to date with the COVID 19 situation by broadcasting daily news with update of new cases and deaths, breaking news, live streaming of important events like instructions



of Prime Minister, briefing of ministers regarding pandemic.

BTV rescheduled its routine giving priorities to run Public Service Announcement as official government information is perceived as the most reliable source. Special slots were allocated to broadcast official information, government statements and press conferences.

BTV introduces daily interviews with health experts highlighting COVID-19 features. BTV increases its health education campaigns through infotainment and edutainment TV contents. Moreover, BTV introduces more family friendly contents in its schedule to keep the viewers entertained and distracted from this monotonous lockdown situation.

The digital transformation of Bangladesh that already started under the leadership of our Prime Minister Sheikh Hasina, helps us to quickly adjust to our daily changed circumstances caused by the COVID. Covid-19 situation has acted as changing agent as reporters, producers and management have adopted blended (online and offline) formulas of production.

In relation to the wider society, media play an increasingly important part in every country's economic life. What are the unique features found in Bangladesh media that contribute to growing wealth and nation-building?

Bangladesh began its journey 50 years ago under the leadership of the Father of the Nation Bangabandhu Sheikh Mujibur Rahman. It started as a poor, war-torn economy. Bangladesh has made spectacular economic progress over the last decade under the dynamic leadership of Prime Minister Sheikh Hasina. The GDP growth rate has reached an impressive record level. Its poverty alleviating performance is among the best in the world. The country has achieved self-sufficiency in food production.

Bangladesh received the recommendation for graduation from the least developed country (LDC) status by the UN's Committee for Development. Economic development achieved over the time, has positively impacted the social lives of the population on many fronts. For this achievement, country's media played a very positive role. As media in Bangladesh is free and vibrant, it has

been assisting in formulating economic policy and monitoring governance and implementation of the policies. Media of the country becomes vocal or raises up issue whenever there is financial mismanagement or corruption. For Bangladesh's economic growth and development, media's role can also be credited undoubtedly.

As a national broadcast medium, Bangladesh Television is also playing an important role in conveying the benefits of the implementation of the government's development activities through documentaries and involving the people in building the country. About seventy five percent of total broadcasting time of BTV is allocated for broadcasting government's development and public interest related awareness programmes. As for example, BTV regularly broadcasts programs on '10 special initiatives of Prime Minister' which plays a pivotal role in turning Bangladesh into a middle-income country by reducing poverty.

The downturn in the world economy due to COVID-19 must have hit Bangladesh like every nation, bringing hardship in many sectors of society. How is Bangladesh coping and how do radio and TV services help at times like this?

The COVID-19 pandemic brought hardship in many sectors of society in Bangladesh like other nations of the world. After being severely affected by the covid-19 pandemic since March last year, Bangladesh government had to impose strict or partial lockdown most of the time. To check spreading of corona infection and to keep running the wheel of economy became the two main challenges for Bangladesh. And the government of the country successfully handled both the challenges.

The Bangladesh Government has taken a number of initiatives to reduce the impact of the pandemic on the economy and society. The government announced several stimulus packages since the outbreak of corona pandemic to help the affected people stay afloat and boost economic activities. Government's support measures include providing loans at low interest rates, expansion of social safety net programmes, and raising the money

supply. The government also targeted sectors for support through an assessment of the community based distress and need. Liquidity support has been provided to the export-oriented industries, large industries and service sector organisations, and cottage, micro small and medium enterprises.

Media shapes people's opinion, life and culture. In this time of hardship, both public and private media of the country helped to cope with the situation. Media played and is still playing great role in creating awareness about corona infection, in preventing infodemic and in motivating people for vaccination. Media is also putting light on wherever government's help is needed.

Before COVID, recent years have seen a decrease in trust in media in many countries around the world, including terms like "fake news". Has that happened in Bangladesh too and what can be done to keep the trust of listeners and viewers?

Though television and other traditional media are facing various challenges in this age of new media but the Covid-19 situation has proved the acceptance and necessity of the traditional media. And, definitely, the main reason of this acceptance is 'Trust'.

Trust is at the centre of the relationship with the audience to ensure most credible, diverse and creative media. In an age where there is many false and misleading information out there, broadcasters with a trusted brand are incredibly important. Fake news is mainly an issue of online platform media in Bangladesh. As media enjoy the highest level of freedom in Bangladesh and people are free to access information, sometimes viewers were misguided by different unauthentic information of social media and online media. But it has little effect on people as mainstream media of the country do not carry those items. Rather, mainstream media play role to aware people about disinformation. Bangladesh television is trying to rectify their perceptions by providing actual information and explaining our audiences how they can identify disinformation through news reporting, TVC, PSA and different discussion oriented programmes.

In Bangladesh, state media always act as gatekeeper in crisis situation because the news that the state media provide to the people were gone through a strict scrutiny system or fact checking. For this reason, we are observing that more and more people are moving toward public service television and radio during this pandemic for authentic information.

BTV is an active member of the ABU, so what is it about the Union and your membership of it that drives your involvement?

Bangladesh Television has become a trusted member of ABU for the past 46 years. Since 1974, BTV has been actively participating in different ABU events including but not limited to annual meetings, different trainings, capacity development etc. BTV also played its role in governing body of ABU as a member of administrative council. This hand-in-hand cooperation with ABU is a wonderful experience for us and we have been greatly benefitted from these experiences. We believe that many of our staffs have enhanced their capacity through participation in different capacity building programs organised by ABU. In this connection, it is worth mentioning that in 2017, BTV and Bangladesh Betar under the guidance of the Ministry of Information of the Peoples Republic of Bangladesh successfully organized the '3rd ABU Media Summit on Climate Change and disaster' in Dhaka.

Since the onset of COVID-19 pandemic last year, Bangladesh Television has been participated various training, workshops, and conferences through virtual platform. BTV and ABU are also working together on effective Disaster Risk Reduction communication. BTV is actively playing its role as one of the elected Bureau members in ABU Media Academy. In the coming years BTV aspires to continue this partnership with ABU which builds upon years of trust and mutual cooperation. BTV is keen to work closely with ABU in the area of media and development and the new and emerging media technologies. I firmly believe that through these years of cooperation our partnership is growing mature and we look forward to working on many interesting topics in near future.

NEWS FROM BRUNEI: MR. HAJI AZMAN BIN HAJI ABDUL RAHIM, Acting Director- Radio Television Brunei (RTB)



The downturn in the world economy due to COVID-19 has hit Brunei like it has every nation, but perhaps not as seriously, has it brought hardship, and how is Brunei coping and how do the radio and TV services help at times like this?

Undeniably, COVID-19 has significantly affected the life and livelihood of communities. This is also being felt by many countries in this region and globally, including Brunei Darussalam. In addressing the impacts and challenges resulting from COVID-19, the Government of His Majesty the Sultan and Yang Di-Pertuan of Brunei Darussalam through whole of nation approach focuses on 3 priority areas that is firstly, maintaining the well-being of the public; secondly, protecting jobs and providing support for individuals; and thirdly, supporting and assisting businesses.

Radio Television Brunei (RTB) as the official government broadcaster plays an important role in disseminating information on COVID-19 widely and effectively. To enable the public to know the latest developments on the epidemic in Brunei Darussalam, RTB has been broadcasting live the COVID-19 Media Conference organized by the Ministry of Health via radio, television

as well as on RTBGo, our web and application-based platform. At the same time, in collaboration with the Ministry of Education, we have been airing the 'Home Learning Programmes' through our RTB Aneka channel daily (except Fridays and Sundays) from 8 to 10 in the morning.

Approaches for some of our live programmes have been changed especially to cater for all age groups who are currently working from home as well as online learning. We are now utilising the online communication platform to minimise physical contacts with external guests and ensure crowd control in the studio.

Brunei Darussalam also undertook a spiritual approach in curbing the spread of COVID-19. Apart from broadcasting the current health-related public service announcements and information, RTB also increased the number of Qur'an recitations to seek protection from the epidemic.

Before COVID, recent years have seen a decrease in trust in media in many countries around the world, including terms like "fake news". Has that happened in Brunei too and what can be done to keep the trust of listeners and viewers?

There is no denying that dealing with fake news is a big challenge in this sophisticated era. Unauthentic information is certainly a cause for concern and anxiety. As an official government media and as a link between the government and the public, RTB has large and important responsibility in providing accurate information to the public. RTB has always implemented strict Standard Operating Procedures (SOPs) on news content to be broadcasted to the masses. We are always proactive in providing relevant, reliable and value-added information, taking into account the authenticity of any news item, the speed with which it is being disseminated and the attention received from its delivery. Fake news will be corrected and informed through our platform with an official statement from respective agencies.

You have launched an APP: RTB Go, how has the take-up been?

As a government entity that provides public broadcast services, RTB plays a key role in disseminating news and local contents to the citizens of Brunei Darussalam. RTB launched its own OTT service brand, "RTBGo", in 2 app modes; web-based app via link www.rtbgo.bn which was launched as OTT pilot

project on 1st September 2019, and a mobile app on 10th October 2020. RTBGo has catered the public with livestreaming of RTB TV and radio channels, exclusive RTBGo live channel – GoLIVE, more than 1,500 video-on-demands and more than 500 podcasts.

RTBGo has collaborated with local agencies and NGOs to promote the app through various campaigns that took place throughout the country.

The Ministry of Education has also utilised RTBGo as part of its learning essentials for students with a special programme called “Pembelajaran Di Rumah” (translated to “Studying At Home”).

In light of the current COVID-19 pandemic in the country, RTBGo became an important platform in providing information and the best mix of content. When the pandemic was first reported in the country in March 2020, the daily press conference on COVID-19 generated a surge in site activity by 600 percent and we recorded the highest demand on our content delivery network — 57 terabytes by more than 140,000 users. The top 10 countries of RTBGo users are from Brunei Darussalam, Malaysia, Singapore, Indonesia, United States, United Kingdom, Philippines, Australia, Thailand and Korea.

The number of RTBGo users continue to increase significantly over time. Currently, we have more than 500,000 active users, exceeding the country’s population. On average, up to 9,000 users daily.

In terms of marketing, RTBGo has managed a total of over 1.5 million advertisement requests for both commercial and government campaigns with 934,711 impressions, according to the data as of 31st July 2021. This is in line with one of the objectives of RTBGo to assist the local creative industry and MSME industry in promoting their products and services.

We strive to continuously improve our service delivery to ensure a seamless experience for all our users.



SURVEY ON PUBLIC’S VIEWERSHIP

RTBGo Data Analytics (September 2019 – August 2021)

No of Audiences

1. Users (WEB): **579,613**

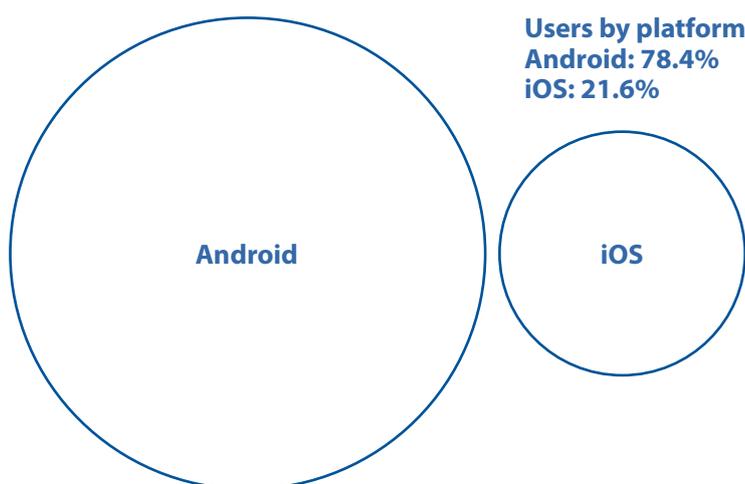
(Number of audience who click play via RTBGo Website www.rtbgo.bn)

2. Users (APP): **75,674**

(Number of audience who click play via RTBGo App since 10 October 2020)

i. Android user : 59,282

ii. iOS user : 16,311



| NO | COUNTRY | NO. OF PLAYS |
|----|----------------------------------|--------------|
| 1 | Brunei Darussalam | 3,372,005 |
| 2 | Malaysia | 63,388 |
| 3 | Indonesia | 26,522 |
| 4 | Singapore | 24,463 |
| 5 | United States | 9,580 |
| 6 | United Kingdom | 7,834 |
| 7 | Philippines | 6,310 |
| 8 | Australia | 4,310 |
| 9 | Thailand | 3,978 |
| 10 | Republic of Korea | 2,595 |
| 11 | Saudi Arabia | 2,001 |
| 12 | Canada | 1,895 |
| 13 | Japan | 1,829 |
| 14 | Bangladesh | 1,726 |
| 15 | Oman | 1,649 |
| 16 | Norway | 1,542 |
| 17 | Hong Kong | 1,432 |
| 18 | China | 1,255 |
| 19 | Lao People’s Democratic Republic | 1,195 |
| 20 | Netherlands | 1,193 |

A Conversation With The Chairperson of National State Teleradiocompany of the Republic of Belarus - BTRC, Mr Ivan Eismont



Mr. Eismont, what place does Belteleradiocompany take up in the media system of the Republic of Belarus today?

I would like to note that quite recently Belteleradiocompany has passed the 27-year milestone: in 1994 we started with only one central TV channel and wire radio, and for more than a quarter of a century we have become the largest media holding in the CIS and Eastern Europe with its own production and technical base. Every year we improve the forms of information presentation, quantitatively and qualitatively expand the presence of original content on the air, which allows us to confidently occupy leading positions in Belarusian television and radio broadcasting and enjoy the trust and support of the audience.

Today the structure of Belteleradiocompany includes eight digital television channels (main socio-political channel "Belarus 1", family entertainment "Belarus 2", socio-cultural "Belarus 3", regional "Belarus 4", which is broadcasted in 5 regions of the country with an indication of the region: Mogilev, Gomel, Vitebsk, Grodno, Brest, sports "Belarus 5", the country's first sports Internet channel "Belarus 5", "NTV-Belarus" and the international satellite TV channel "Belarus 24"), five radio channels (First national channel of the Belarusian radio, channel "Culture", radio station "Stolitsa", international radio "Belarus", CHR-station "Radius-FM"), five regional TV and radio companies.

On the Internet, we are represented by the official portal www.tvr.by, special websites of our brands and several channels on YouTube and Telegram platforms, pages on social networks and our own mobile applications for Android and iOS - all this helps to maintain contact with the audience around the world and get prompt feedback.

What, in your opinion, are the main priorities of Belteleradiocompany?

Belteleradiocompany's content is designed for an active modern viewer and listener, is accessible and understandable to a wide audience of different ages and is invariably provided free of charge, including on the Internet. Our task is to fully cover the socio-political, cultural, sports and other spheres of life of the Belarusian society. We build the broadcasting network in such a way that each viewer and listener finds a product for themselves that meets their needs, and for this, all our numerous brands adhere to their own strategy of thematic content of the broadcast. At the same time, each TV and radio channel has acquired its own audience and branded "handwriting" over the years of work on the air.

It is important for us that with our help the viewers form values and broaden their horizons. In addition to the current news agenda in the country and the world, we pay special attention to the production of educational content for children and adults, we create television versions of modern Belarusian performances and programs of music art festivals, we release our own intellectual and entertaining show quizzes and documentary projects about the history of Belarus, famous cultural figures, art and sports, we help to understand the complex issues of politics and economics, talk about a healthy lifestyle and show the most beautiful corners of our country. Thanks to international agreements, we provide sports fans with air time on two channels every day with live broadcasts of exciting sports events and world-class championships.

Our Company also lays down certain values when choosing entertainment

content for the whole family: we offer viewers high-quality novelties, big movies and TV series, and listeners - both classics of academic musical art and modern popular music. By the way, we are the only media holding in Belarus, on the basis of which our own musical groups operate - a symphony orchestra, an academic folk choir and an ensemble of Belarusian folk music, which also successfully tour throughout the country and abroad.

Based on the requests, first of all, of the Belarusian society, as well as with an eye to the global trends in television and radio broadcasting, we try to provide our audience with only relevant content, as well as maintain and develop high-rated projects that are loved by the audience, many of which have rightfully acquired the status of cult for the Belarusian television, were created by several generations of professionals and have passed the test of time: "Good morning, Belarus!", "Panorama", "Prime Program", "Belarusian Vremechko", "Zone X", "Kalyhanka" and many others.

Are you open to international cooperation?

Belteleradiocompany cooperates actively with representatives of other domestic and foreign TV and radio broadcasting companies and organizations. In its entire history BTRC has repeatedly organized international song festivals and national television competitions, for example, «Junior Eurovision Song Contest 2010» and «Junior Eurovision Song Contest 2018» in Minsk and national selections for the «Eurovision», The International Festival of Arts «Slavianski Bazaar in Vitebsk», The National Television Competition "Televershina", the republican creative radio competition «Young Talents of Belarus» and many others.

A unique television and radio fund is of particular value for us and our partners: it is an extensive archive of audiovisual works created over all decades of the existence of television and radio in Belarus. The volumes of only digitized and restored archive

materials can provide round-the-clock broadcasting of one TV channel for two years! Through the efforts of our specialists, the archive is monthly updated with relevant materials; thereby we can create a kind of Belarusian air chronicle.

In 2018, all TV channels of the media holding switched to digital broadcasting in high definition (HD). In 2019 we purchased four newest OB vehicle, which to this day provide Belarusians with high-quality broadcasts of sports events, theater and concert programs.

There are hundreds of highly qualified specialists who are always open to cooperation and truly love their work. Belteleradiocompany also has a large TV News Agency's correspondent network and the latest own production and technical base.

What can your audience expect in the near future?

Every year, for the new broadcasting season, which traditionally begins in autumn, all TV and radio channels of the media holding prepare a series of premieres, and the 2021/2022 season promises to delight viewers and listeners with many surprises and truly big broadcasting events!

We have already prepared for the air a new documentary cycle dedicated to the partisan movement in Belarus during the Great Patriotic War. We also present to the audience new informative lectures from experts in the field of history and arts and we'll invite gifted schoolchildren from all over the republic to participate in the popular intellectual quiz.

Very soon we will present for the first time the Belarusian version of the popular world franchise - the vocal show "X-Factor". We were convinced how long Belarus had been waiting for its own project of such a high level when we got acquainted with several thousand potential participants, at the stage of preliminary auditions. I am sure that Belteleradiocompany's teamwork will give viewers and participants an unforgettable show!

In Conversation: Mr. XU Wei, Chairman and CEO of Phoenix Satellite Television Group



As the newly-appointed Chairman and CEO of Phoenix Satellite Television Group, what is your first priority?

As one of the most influential Chinese-language media groups in the world, amid the new media environment, Phoenix TV must prioritize its survival and development strategies. Phoenix TV Group needs to start from its own Integration of television and Internet services, as well as to expand its impact and carry out high-quality External Communication by enhancing the dissemination of Phoenix content on international mainstream social media and video sharing platforms.

Being Chinese-language satellite TV media with the widest coverage

in the world, Phoenix TV, with its six channels including Phoenix Chinese Channel, Phoenix InfoNews Channel, Phoenix Hong Kong Channel, Phoenix Chinese News and Entertainment Channel (Phoenix Europe Channel), Phoenix North America Chinese Channel and Phoenix Movie Channel, we have over 500 million viewers from 190 countries and regions across the globe. Phoenix New Media (iFeng.com), with 338 million users engaged per month, has always been one of the most popular information products on mobile devices among Chinese people. Meanwhile on iFeng News App, the monthly engaged number goes to 80 million, contributing to a total installed base of 473 million users.

The integration happens not only on the combination of television and Internet services, but also on the bridging of 500 million Phoenix TV viewers and 400 million iFeng.com users. Therefore, we are facing great challenges of adaptation to the transition of networking and mobility and to better engagement and interaction with audiences.

Apart from our own iFeng.com and Fengshows App, Phoenix TV has also been operating its official accounts, on major international social media platforms, pushing tons of news and short video clips. With a total number of subscribers reaching over 170 million, it enables the accessibility of Phoenix content products for users around the world.

How did Phoenix TV perform in news reports and dissemination under the epidemic? What have you done to give back to the community? And what adjustments have been made on the production of news

programmes as to adapt to the situation?

Under the pandemic, the target of Phoenix report has always been presenting facts, prevailing science, making voices heard, as well as diminishing rumors, misunderstandings and misjudgments. During this special period, many Chinese audiences across the world regard Phoenix TV as their most reliable information channel.

Ever since the outbreak in 2020, Phoenix journalists have been tirelessly working in the worst-hit areas to ensure that reports are delivered at the earliest possible time. By taking exclusive interviews by Phoenix TV, many international dignitaries expressed their concerns about the epidemic in China and around the world, but they also showed confidence in defeating it. On this basis, Phoenix TV launched a special slot called Global Fighting on with the Covid-19, and enhancing related news sections updating of authoritative information. Among all Chinese-language internet media, iFeng.com was the first to provide real-time epidemic report, and the first to establish a platform for COVID-19 patient registration and mutual assistance. Services such as remote medical instruction, as well as the collection and distribution of emergency supplies are also available on this platform.

Furthermore, in order to ensure the regular operation of content production, Phoenix TV had fully utilized its advantage of setting up three production centers in Hong Kong, Shenzhen and Beijing. Resources were reasonably allocated based on epidemic situations in different regions, while contingency programmes were always well prepared to make sure all channels can broadcast without a hitch.

What role does a media group like yours play in providing major news and information to audiences?

Phoenix TV has a strong awareness of its responsibility and mission as a media group. Defending audiences' right to know and reporting news in an objective manner has always been the philosophy upheld by Phoenix TV.

With almost half year's work of filming and interview, the documentary film *Starry Night* was produced and broadcast on Phoenix TV. *Starry Night* reflects the outstanding qualities of Hong Kong police and their professionalism in defending the rule of law in Hong Kong and citizens' life security. After the release of its English version on YouTube, Facebook and other international mainstream social media platforms, this documentary film has received more than 6,000 likes and over 10,000 comments, among which the majority were positive ones from viewers at home and abroad.

Phoenix TV has been listed in China's 500 Most Valuable Brands for 16 consecutive years, as well as named one of the Asia's 500 Most Influential Brands for 14 years. In the future, we will insist on our international perspective and Phoenix-style report and to deliver the most valuable information services for Chinese people around the world.

After the restructuring of management, what changes have been made in Phoenix's content and operation strategy?

Phoenix TV will carry on with our international development strategy "*From Hong Kong, To Overseas Chinese*". Being a Hong Kong listed company and a commercial media, Phoenix TV must take a development path that shows its internationalized, differentiated and marketized features. We are determined to transform into a real new media group that stands out with high-quality content.

I would like to summarize the above transformations into three focuses. The first one is to focus on our main business. We need to be more dedicated to the improvement of content quality. The second one is to focus on Innovation. In addition to content innovation, we also need to conduct innovation at operation and management levels. The third one is to focus on talents. During the transformation of the company, opportunities must be created for career development of young staffs.

What will Phoenix do to consolidate its international impact?

The international news reporting of Phoenix TV has a high popularity and reputation among Chinese people all over the world. Phoenix TV has set up over 60 news bureaus worldwide, culminating the popularity of slogan 'Major Events, Only on Phoenix' among Chinese audiences around the world.

In March of this year, during the China-U.S. High-Level Strategic Dialogue in Anchorage, Phoenix journalists presented this meeting with exclusive live footages and voice-over reports. These exclusive interviews were broadcast live on Phoenix TV, and synchronously pushed through iFeng.com and FengShows App, obtaining over 700 million page views, 65 million video views and over one million Likes, making itself three-time appearance on the Youtube Trending List.

Quality content produced by Phoenix TV were purchased or collected by media organizations, research institutions or libraries all around the world. What's more, Phoenix TV, as a regular of global activities, received various honors and awards in different events, such as New York Festivals TV & Film Awards, Asian Television Awards, the AIBs Awards, and International Emmy Award, etc.

Phoenix TV has established cooperation partnership with many international organizations and institutions, including more than 10 international institutions such as United Nations Educational Scientific and Cultural Organization, United Nations Conference on Trade and Development and the United Nations Development Program, as well as many international organizations and renowned think tank such as the International Institute for Strategic Studies, Brookings Institution and World Investment Forum.

It is our sincere hope that Phoenix TV, in this big family of the Asia-Pacific Broadcasting Union, could learn from and communicate with peers in media industry, so as to further strengthen our cooperation, to positively respond to the dramatic changes of the media environment, and to jointly facilitate the transformation and development of radio and television industry in Asia-Pacific region during the omni-media era.

ABU Partners with IOC-UNESCO To Improve Tsunami Warnings In Makran Region



By Natalia Ilieva, Head of SG's Office, ABU

The ABU was invited by its long-term partner in Disaster Risk Reduction IOC -UNESCO (Intergovernmental Oceanographic Commission) to participate and contribute to a series of online workshops and consultation meetings to develop Standard Operating Procedures (SOPs) for broadcast media for Tsunami Warnings in the Makran region. This is a recognition of the importance of broadcast media to disseminate clear, timely and relevant warnings to the communities at risk. The project, supported by the UNESCAP, aims to develop specific SOPs for broadcasters to assure an effective and timely channel of communication for warnings dissemination to communities at risk. The Head of SG's Office Natalia Ilieva contributed to the two workshops held in August and September, providing input how to strengthen the involvement of broadcasters in the tsunami early warning processes in the Makran region.

This is an area in North West Indian Ocean with coastal lines in India, Iran, Oman, Pakistan, UAE, and Yemen and history of powerful earthquakes. The magnitude 8.1 earthquake and tsunami of 28 November 1945 in the eastern segment of the Makran

subduction zone resulted in reported casualties of a few hundred to 4,000 in India and Pakistan, with damage also being reported in Iran and Oman (according to different sources of information). The more recent magnitude 7.8 earthquake and tsunami of 24 September 2013 is a reminder of the potential near-field tsunami threat to vulnerable coastal communities in the region. A powerful earthquake in the Makran region could generate destructive tsunami waves capable of inundating coastlines within 20 minutes, with much worse impact than before since now the coastal areas in the region are more densely populated.

There is a widely accepted belief that most coastal communities of the tsunami prone region are still not well prepared to respond appropriately to a near-field tsunami threat. In this regard, it is considered important that communities have a high level of awareness and sufficient knowledge to react independently and properly during a tsunami threat. There is also a recognition that involving properly the broadcast media in tsunami warnings communication can immensely improve the quality of warnings and educate the communities at risk how to react when receiving the warnings.

Role of Media in Tsunami Warnings An Interview with Rick Bailey, Head of Secretariat IOC-UNESCO Indian Ocean Tsunami Warning and Mitigation System

What is the role of media in Early Warnings for Tsunamis?

The media play an important link in the national tsunami warning chains of countries at risk of being threatened by tsunamis. They play an important role in helping to distribute timely tsunami warnings from the authorities to communities in vulnerable coastal areas. The media also plays an important role in helping to educate these communities on the tsunami threat and what to do beforehand, so they are ready to respond when a tsunami does occur.

What do we need to do to integrate media in the Early Warnings chain of command for Tsunamis?

To have an effective national tsunami warning chain, the media, National Tsunami Warning Centre and disaster management authorities all need work together to understand each other's roles and develop coordinated Standard Operating Procedures (SOPs). When a tsunami can arrive at worst in 10-20 minutes, or at best in a matter of hours, it's important each link knows exactly their part and what to do. There is just no time to work out what to do during a tsunami event. Once developed, it's critically important to routinely test and exercise the agreed SOPs within and across all parties involved. The UN's Economic and Social Commission for Asia and the Pacific (UNESCAP) is funding a project coordinated by the Intergovernmental Oceanographic Commission (IOC) of UNESCO in the North-West Indian Ocean, which is enhancing the

national tsunami warning chains in India, Iran, Oman, Pakistan, and the United Arab Emirates. The region was seriously impacted by a tsunami in 1945 generated by an earthquake in the nearby Makran Zone. We hope that this project would develop and test SOPs for integrating media in national communications procedures that could be adapted in other parts of the region.

How do you see the role of ABU in this process?

I am aware from our cooperation for the workshops we recently run about the role of media in Early Warnings in the Makran region that ABU had been working for a long time in this area. The ABU can play a crucial role to provide continuous support to its members to develop internal SOPs for tsunami, continuous support to understand the tsunami threat, highlighting the limited time the media have to help disseminate tsunami warnings from the authorities to vulnerable communities along the coast. To help strengthen the links in the chain, the ABU can also play a key role in helping to bring the media together with the national authorities in vulnerable countries. The ABU can also advise the warning systems on the needs of the media to play their part, plus how best to communicate to the public to enable effective responses to the tsunami threat. Last but not least, ABU can keep the momentum going for preparing the population in risk areas how to react to the warnings and save themselves. All of this is a process which requires continuous efforts, wide cooperation and working together with all stakeholders.



Task Group For Gender Equality and Diversity & Inclusion Commences



The ABU's Diversity and Inclusion Task Group (DITG) held its first formal meeting on 26 August 2021. The formation of the group was approved by the ABU's Administrative Council at the Tokyo GA and Associated Meetings in 2019.

The purpose of the DITG is to serve the ABU membership by offering gender and diversity related initiatives and activities, in line with the ABU's long-standing Broadcasting for All: gender and diversity in the media programme.

The members of the newly formed committee bring to the task group a range of backgrounds, skills and passion for diversity, both in the workplace and through content and services. Chaired by Chrissie Tucker, diversity and inclusion specialist (formerly ABC), vice chair ABU's Natalia Ilieva, the other members are: Martin Hadlow (consultant, Australia), Francis Herman (VBTC Vanuatu), David Hua (SBS, Australia), Simona Martorelli (RAI, Italy), Riyaz Sayed Khaiyum (FBC, Fiji), Paula Slier (RT, Middle East), Daphne

Tepper (UNI Apro, Belgium) and Nedra Weerasinghe, (MBC, Sri Lanka).

The DITG's work focuses on monitoring and supporting ABU activities, particularly through the objectives and actions of a strategic diversity and inclusion media action plan, with a timeframe of three years, commencing mid 2021. The focus areas of the plan are: leadership, communication and strategy & projects.

The common goal is to work together to:

- Promote and facilitate a culture of diversity and inclusion in media organisations
- Build on the representation, development and retention of employees from diversity groups in the media
- Enhance the participation, connection and engagement in media content and services, that reflects the broad range of diversity in communities and audiences.

50:50 The Equality Project That Hits the Mark



THE BBC's 50:50 THE EQUALITY PROJECT started in 2017, with a new initiative in the broadcaster's London newsroom, focused on increasing the representation of women.

Since then, the culture-change programme has expanded throughout the content areas of the BBC, across other organisations and continents and is now a successful global initiative. The results at the broadcaster speak for themselves: in 2021, 70% of BBC content features 50% women contributors. Along the way other areas of diversity have been included, such as cultural diversity and disability.

How it works is, editorial and production teams monitor their own content, and collect data, to set benchmarks and track progress to increase the rate of women (and other under-represented groups). The Project aims to help content-makers discover new voices to better reflect the audiences they serve.

Two of the ABU members joined the Project – ABC, Australia and NHK, Japan. On the ABC website, 50:50 THE EQUALITY PROJECT is described as a "game changer" and that "Ensuring women are seen and heard in news media as leaders, experts, commentators, opinion makers and valued contributors is critical to strengthening our democracy". This year, ABU's Asiavision, featured a webinar for members, on the background and implementation of the Project at the ABC.

The EBU also signed up in April this year, pledging to work towards gender parity across panels at all its events and to encourage and monitor members to join the BBC Project.

The ABU is now progressing its involvement with 50:50, along the lines of the EBU and will finalise its commitment later in 2021.

10th WOMEN WITH THE WAVE

HIGH LEVEL FORUM SERIES

ABU VIRTUAL EVENT

14th October 2021



Ten Years of Broadcasting for All: WOMEN WITH THE WAVE FORUMS



As part of the ABU's 58th General Assembly and Associated Meetings, the Broadcasting for All Forum Series, started with the Women With the Wave (WWW) Conference in Seoul, Korea in 2012. It then continued its annual journey of bringing together global, regional and national partners and sponsors. We heard from experts and practitioners, media leaders and content makers, who helped to spread the word, show the progress, and celebrate and share innovative diversity and inclusive policies, activities and content.

ABU broadcaster hosts contributed to the positive gathering, following the spectacular inaugural event in Seoul, in a series of locations across Asia-Pacific – Hanoi, Macau, Istanbul, Bali, Chengdu, Ashgabat and Tokyo. In 2020, the ABU conducted a virtual forum and again this year in its tenth celebratory year, it is delivered via online capability.

In its tenth year, the line-up of speakers features international, intergovernmental and regional partners, sponsors and collaborators from around the world. They are reflecting on the highlights, challenges and progress of gender equality, diversity and inclusion, particularly in the media over the past decade. The ABU will present its range of ten years of diversity and inclusion work and launch the Diversity and Inclusion Task Group and Action Plan.

A feature of the two-hour Forum will be three brief videos that provide a snapshot of the individual WWW conferences and the hosts and participants who contributed over the years to make this successful run of engaging and informative sessions – that have and continue to – make a difference in the important area of broadcasting for all!

Interview With CHRISSIE TUCKER, First Chair of The ABU DIVERSITY AND INCLUSION TASK GROUP

Why is it important for the ABU to have its own Task Group dedicated to Diversity and Inclusion?

For many years now, the ABU has been driving and supporting its members to develop their own strategic Diversity and Inclusion plans. This is to assist them to review their policies and practices and to set realistic goals and actions. With the aim of becoming inclusive workplaces with greater diversity of employees; and content and services that reflect the diversity of their audiences and communities.

So too, the ABU now has a Diversity and Inclusion Media Action Plan to provide a strategic framework for the next three years, so that there is a common purpose and broad communication of the work that has been done and continues to be undertaken in the future.

Having the Task Group, brings together a group of dedicated people, to champion this important work, harness their energy and expertise and explore opportunities for funding, resources and shared working towards successful outcomes.

Who is on the Task Group and what do they bring to this new committee?

We are starting up with a small group of ten, as smaller numbers tend to be more efficient and effective. Within the ABU, Natalia Ilieva, has been the diversity and inclusion project leader for over a decade and has tirelessly promoted and driven the various activities. She is the Vice Chair and ABU representative. I have worked in diversity and inclusion in a senior executive role at the ABC for over 20 years, so I bring a lot of experience on the practical and strategic level as Chair.

The other members comprise some who are already part of the ABU Champions of gender and diversity group (CEOs and senior managers), non-members who are long-term experienced diversity experts, a current journalist/correspondent working in the field and two members from influential global and regional (European) organisations. Members reside in Asia, Pacific, Middle East and Europe. There are 60% women!

We are in contact with two other ABU members from Asia to complete the current line-up.

What is in the ABU's Diversity and Inclusion Media Action Plan?

The Plan covers the period 2021 to 2024. It has a set of overall objectives, with three key focus areas of leadership – which is very important, communication and strategy & projects. It has realistic aims and timeframe to maximise achievements.

The Leadership actions demonstrate commitment by the ABU, including in its own policies; and support for ABU D&I groups, programmes such as mentoring, and resources.

Communication aims to have a communication strategy in place to promote D&I internally and externally and a regular reporting mechanism on activities.

The focus area of Strategy and Projects, covers the gambit of maintaining and sourcing new external connections for funding and resources for projects and information sharing. Providing workshops, webinars and resources to members. Ongoing surveys of members. And the ongoing implementation of major projects and tapping into potential initiatives and best practice trends!!



Contributed by: Chrissie Tucker
Chair ABU Diversity and Inclusion Task Group



T4P MEDIA AWARDS

ABU Together For Peace Media Campaign

In April 2020, the ABU launched a very exciting new project – the Together for Peace (T4P) Media Campaign. It is supported the UNESCO Bangkok Office and is aimed to nurture through media, tolerance and understanding between people and in people with nature. T4P also promotes and upscales transformative education initiatives that teach emotional intelligence, compassion and tolerance to live well with the Others, people in our communities from different ethnic, religious and cultural backgrounds.

T4P Initiative Background

In 2019 the ABU was invited by UNESCO Bangkok Office to participate in region-wide consultation process for conceptualising the Together for Peace Initiative, supported by the Governments of Japan and Thailand. By the end of 2020 this ground-breaking initiative to promote positive peace in the minds of men and women was shaped by a wide group of experts from academia, education and media, with media represented by the Head of SG's Office Ms Natalia Ilieva.

Positive peace is a relatively new concept. Positive peace is not just the absence of conflicts and war, but striving for equitable and fair societies that have respectful and sustainable relations with the environment. It covers three crucial areas that would

facilitate the advancement of the full set of Sustainable Development Goals - Transformative Education, Living in Harmony with Nature and Living well in Super - Diversity.

ABU joins the UNESCO T4P Working Group

ABU was invited to join the UNESCO T4P Working Group as one of the only two projects funded under the first Phase of T4P Initiative. Its first meeting focused on the synergies between the two projects – ABU T4P Media Promotional Campaign and a Survey of 50 schools in 7 targeted countries on the status quo of Transformative Social and Emotional Education in Asia - Pacific.

ABU T4P Media Promotional Campaign

The campaign has three distinguished components:

ABU T4P Promotion

As part for this component the ABU launched T4P Face Book site and interviewed for it the Head of UNESCO Bangkok Office Mr Shigeru Aoyagi. The FB page is updated weekly with messages from ABU and other Unions SGs/DGs and regional leaders in promoting peace. The ABU is also working with UNESCO Bangkok Communication Team to link promotional efforts for the T4P promotional campaign.

ABU/UNESCO T4P Media Awards

The ABU/UNESCO T4P Media Awards highlight and promote the crucial role of independent, ethical journalism and citizens' media literacy for building positive peace in the minds of men and women.

The Awards honour innovative and creative Radio, TV and Digital Media content, which informs and educates audiences on best practices of building positive peace in three critical areas that have increasing urgency in achieving the Sustainable Development Goals and "building back better" from the COVID-19 pandemic:

- Transformative Education
- Living in harmony with nature, including coping with climate change and biodiversity loss
- Living well with diversity, fostering human flourishing and intercultural understanding

Over 50 programmes/features and series were submitted in the inaugural edition of the Together for Peace, coming from around the globe. Considering the many media organisations across the world had moved to remote content production and in many cases content production had been halted, this is a very encouraging start and extremely successful launch for this complex competition

The winners of the first ever ABU/ UNESCO T4P Media competition were awarded during the ABU Prizes held as part of the 58th ABU General Assembly and Associated Meetings.

ABU T4P Media Course

The ABU Media Academy has been tasked to develop an online course as part of this project. It has been designed to explain the T4P concept and teach media workers how to communicate the ideas of positive peace. The course includes a range of resources supplied by UNESCO that outline the ideas behind the T4P project, followed by activities where the ideas will be used. Participants in the course will be taught the concepts of positive peace and will learn constructive journalism techniques and creative promotional techniques so that they can convey those concepts to their audiences.

Supplementing the T4P Media Promotional campaign is the new ABU project supported by the International Programme for Development of Communications "Media Building Culture of Tolerance and Understanding"

Dr. Sudarat Chantrawatanakul's term as Thai PBS Deputy Director General (DDG) has ended and with that, the new DDG, Mr. Nuttaphong Jaruwannaphong resumes the duties as a new Deputy Director General in the days to come.

Dr. Sudarat Disayawattana Chantrawatanakul was appointed as Director of Academic Institute of Public Media since January 2017 and later as Deputy Director General of Thai PBS in August 2017.

Mr. Nuttaphong Jaruwannaphong obtained his Master of Science in Urban Ecological Planning at the Norwegian University of Science and Technology, Norway NORAD Scholarship Programme.

Upon hearing of the change, ABU Secretary General Dr. Javad mottaghi stated: "I would like to take this opportunity to thank Dr Sudarat for her unwavering support and commitment to the ABU and welcome Mr. Nuttaphong, who we believe will carry the torch forward for Thai PBS and serve his country in good stead."

Changes at The Top of Thai PBS



Dr. Sudarat Disayawattana Chantrawatanakul



Mr. Nuttaphong Jaruwannaphong

The WBU Supports Call to Action on a Common Global Emergency Protocol



Toronto, ON – September 13, 2021 – The World Broadcasting Unions (WBU) strongly endorses the **“Call to Action on Emergency Alerting”**, which supports the implementation of the international standard alerting format Common Alerting Protocol (CAP). The Call of Action was initiated by the Asia-Pacific Broadcasting Union.

Broadcasters play an essential role in communicating the key facts of an emergency, mindful that everyone in harm's way must understand what is happening and what actions to take. This is why broadcasters embrace the CAP standard.

The “Call to Action” requests a scale up of efforts to ensure that by 2025

all countries have the capacity for effective and authoritative emergency alerting that leverages the CAP, suitable for all media and all hazards.

CAP makes public alerting faster, easier, less error-prone, and more understandable. CAP helps a broadcaster be certain that an alert is authentic and authoritative, and to cross-check alerts from diverse sources. CAP alerts can also be compiled on a map to show how different aspects of the emergency are evolving.

About the World Broadcasting Unions (WBU)

The World Broadcasting Unions (WBU) is the coordinating body for

broadcasting unions who represent broadcaster networks across the globe. It was established in 1992 as a coordinating body at the international broadcasting level. Since then, the WBU has provided global solutions on key issues for its member unions. The North American Broadcasters Association (NABA) acts as secretariat for the WBU. www.worldbroadcastingunions.org

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In Memoriam

Chairman of Capital
Maharaja Group of Sri Lanka,
Mr R. Rajamahendran Passes

It is with sorrow that the ABU Secretariat has learned of the passing of Mr R. Rajamahendran Head of The Capital Maharaja Group

Born on the 19th of May 1943, Mr. Rajendran Rajamahendran, joined his father at the Maharaja Organization at the tender age of 16 along with his brother. At 21, he and his brother took on the reigns of the group after the death of their father with little or no formal training in how to run a business.

From that time, until his demise, Mr. Rajamahendran has built what is not only a world-renowned, diverse conglomerate, but also an organization with a civic consciousness and a heart for the people.

From its humble beginnings 91 years ago The Capital Maharaja Group stands tall as one of Sri Lanka's largest privately owned conglomerates that operates in a diversified range of sectors domestically and regionally in many industries as well as Sri Lanka's largest most dynamic privately owned media network that changed the media landscape in 1992 in Sri Lanka.

On hearing of Mr Rajamahendran, Dr Javad Mottaghi stated "It is a tremendous loss not only to his family and the Maharaja Media Group but to the Sri Lankan nation. It is also a big loss for the ABU and myself. We have lost a dear brother. He was a true patriot and nation-builder had devoted his life to the betterment of the lives of his people and had contributed to the economic improvements and democratic development."

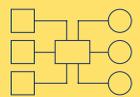


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