



ABU TECHNICAL COMMITTEE MEETING

#ABUTC2020

Doc T-20/22-2

SG's OPENING ADDRESS

(TC Opening Session, 24 Nov @ 2:00pm KL time, ONLINE)

Mr Hamid Dehghan Nayeri, Chairman, ABU Technical Committee,
The TC Vice Chairmen,
Mr Ahmed Nadeem, Director, ABU Technology & Innovation

Distinguished members and observers of the Technical Committee, ladies and gentlemen, I am extremely delighted to welcome you all to this special online session of the Technical Committee. Although we are sad that we cannot meet in person we are happy to note that hosting the meeting online provides more opportunity for more colleagues from our members to join these sessions and benefit from its discussion.

More than 500 colleagues have registered for our annual meetings and we are glad that this time they will all be able to join the meetings.

COVID 19 is an invisible enemy that has affected the whole world. It has changed the way people live, work, travel and communicate with each other. But it hasn't changed the responsibility of media and has somewhat amplified the important role of broadcasters.

The role we broadcasters play to bring a sense of calm and order by providing timely and accurate information to the public. More and more people have turned to public service media in these difficult times to help them get through these tough times. Our role of informing and educating have been key in creating a safe environment for the people to get on with their lives.

We have seen the critical role that technology plays in our lives. We are seeing more and more use of these digital technologies in the broadcasting environments allowing us to continue serving the public.

Most of our leading broadcasters have developed their own protocols to overcome the difficulties at the same time providing a safer working environment for their staff. We at the ABU has taken the initiative to keep all our members informed of these steps so that they can adopt and develop their own protocols to help their operations.

- We initiated the ABU Solidarity campaign for COVID-19, sharing such information and good practices adopted by some of our members. This information is made available on our website for those who are interested.

- We launched a COVID-19 specific content exchange and sharing platform using our Asia-Pacific View service. This platform is open to all our members and we have over 40 of our broadcaster members who have shared close to 1000 pieces of content on this platform which are copyright free and available for everyone to use.

- We launched the Asia – Pacific View, which was a dream for the ABU.
- We have launched the ABU Media Academy. This will allow more training and capacity building activities across the union and I believe the Technical Bureau has already put mechanism in place to make the best use of the services from the ABU Media Academy. Our members have already started benefiting through the many online courses and programmes developed by the Media Academy. We are determined to offer Massive capacity building, massive online service to meet members' need.
- We enhanced and expanded our Music Exchange Network and offered copyright free music.
- We extended and boosted our Sports Content Exchange Network and offered broadcast quality copyright free sports content to our members.
- We have seen fantastic use of digital technology during these difficult times helping provide quick and easy solutions. But we are also witnessing the flip side of it. Some people are using these technologies to create and distribute fake news creating panic and mistrust within the society.

Social media platforms have become the target for spreading such baseless news. Dangerously realistic deep and shallow fakes are being created and distributed providing false information. We need to be alert and make use of advanced technologies and solutions to identify these and inform the public for their safety.

Unfortunately, some of the leading international channels and new providers have fallen prey to these. We need to work hard and work together to safeguard our integrity and maintain the trust of the public. Our biggest strength as public service broadcasters is the trust of the public. We have to try and keep this trust alive.

I am happy that the Technical Committee and the Technical Bureau have put emphasis on such topics and have taken cybersecurity issues within media as one of the top agendas. It requires members to be well informed of such threats and how to take necessary corrective action to safeguard themselves.

I had the chance to briefly interact with your Technical Bureau members during their online meeting yesterday.

I am extremely grateful for their time and effort in helping our members take informed decisions about technology solutions. The Technical Committee and the Technical Bureau have a very sound structure in place to effectively support our membership in their requirements.

I am happy to inform you that our Technical Department did an excellent job in adopting to the new environment and new way of working at the HQ. TD succeeded to support all ABU department to continue offering their service online in the new standard. I am personally proud of Nadeem and his able team.

With that let me welcome you all again to this virtual Technical Committee session and I wish you all a productive discussions and deliberations during these two days. Take care, stay safe and look after your family and friends.