

Pan Asia Networking Learning Forum 2007



In 2002, the International Development Research Centre (IDRC) started the Pan Asia ICTR&D Grants Programme, with an aim to provide capacity-building for institutional research in developing countries. Since its conception, it has awarded grants to project teams from around Asia and the Pacific who are working on applied research in technology and networking to create innovations that address development problems. This was made possible with support from the Asia-Pacific Development Information Programme (APDIP) of the United Nations Development Programme (UNDP), the Asia-Pacific Network Information Centre (APNIC), the Asian Media Information and Communication Centre (AMIC), Microsoft Corporation, and the Internet Society (ISOC).

The Pan Asia Networking Learning Forum, organised by AMIC in partnership with International Development Research Corporation (IDRC), was held successfully from 22–23 February, in Singapore with a participation of 45 delegates from twelve Asia-Pacific countries. In addition, the main partner, IDRC as well as other partners such as Microsoft, APNIC, invitee Professor Margaret Tan from

Nanyang Technological University and researchers were also present.

Amidst the global development of Information & Communication Technology (ICT), the Learning Forum aimed at achieving the following three objectives: (1) Enabling the R&D project leaders/researchers to connect and exchange ideas and findings, (2) Generating ideas and recommendations on how to improve the grants programme, and (3) Advancing the development of the research publication currently undertaken by AMIC on behalf of the research partners in order to foster long term meaningful ICT opportunities across the region in the future. Hence, it aimed at discussing the emergence of technology and development assessment models, future donor agendas and fund raising techniques through panel discussions, presentations, parallel sessions and breakout sessions which allowed active engagement from the participants.

The event received excellent compliments from the delegates on quality of networking, breadth of presentations and overall learning experience.

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More than 45 delegates from twelve Asia-Pacific countries participated in the Networking Learning Forum held in Singapore from 22 to 23 Feb 2007.

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16th AMIC Annual Conference
1st World Journalism Education Congress
25–28 June, 2007, Singapore

► Pg 4–5
RadioAsia 2007
19–22 June, 2007
Singapore Expo Hall

PAN Asian Networking Learning Forum (Continued from Pg 1)

The range of topics discussed at the event covered a wide spectrum ranging from emerging technologies and development assessment models to future donor agendas and fund raising techniques.

The speakers from IDRC, AMIC, NTU, Microsoft and APNIC provided macro-level perspectives of global and regional development scenarios related to ICT4D and donor agenda. However, these areas were discussed under several focused project topics such as, ICT Information Access, Localisation and Networks, Education, Health Care Issues, Gender Impact, Policy Studies and Environment.

In order to achieve the highest possible benefits from this Learning Forum, the above topics were narrowed further down. The summary is as follows:

ICT in Knowledge Societies

With the rapid development of ICT in many countries around the world it is essential to ensure that these new technologies are being used in the regional countries too in order to create a better economic and social development. This provides the basis to initiate original and innovative networking solutions for least developed Asian countries that faces challenges in ICT compared with the other countries.

Rural ICTs

As much as it is vital to provide the ICT knowledge it is imperative to provide locally relevant information to the rural communities. As a result, cyber kiosks, telecentres and village knowledge centers are mushrooming in the rural areas. Recently, n-Logue Communications, which is an project grantee announced plans to set up about one million Internet kiosks within next 5 years throughout India.

Left: The Forum was conducted in a participatory manner to foster sharing of ideas, experiences and networking. Allison Hewlitt, the facilitator (centre).

Right: Participants involved in a group work.



National Internet Infrastructure

In order to compete with other developing countries it is essential to have an efficient and reliable interconnectivity for Internet access. Having a successful establishment of the Internet in the disadvantaged communities would allow them to save costs and preserve international bandwidth while providing faster and free downloads for local content. In Nepal, this was facilitated via a forum to conduct technical briefing and advanced network training and collaboration with international Internet groups like APNIC and APTLD.

Localization of ICT Tools

It is important to develop methodologies for the creation of local content, in order to overcome ICT challenges and to ensure an efficient interconnectivity that supports local best practices. Hence, having user-friendly software, sturdy IT tools, well-designed interactions and locally sensitive project personnel are essential.

Development workers have consistently underlined the need for inclusive communication media structures to ensure effective participation of people at grassroots level that would give a voice to the voiceless in the design, implementation and evaluation of development programmes. ICTs can help promote transparency and accountability of development programmes, and empower marginalized groups such as women and rural youth with opportunities to pursue their collective and individual aspirations.

ICTs and Education

The world is moving towards a globally connected network system thanks to the remarkable innovations of the ICT. However, there are some countries still in the process of developing due to lack of proper ICT education and tools required to

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16th AMIC Annual Conference
1st World Journalism Education Congress

25–28 June, 2007, Singapore

Day 1 25 June 2007

0830–0930	Inaugural Session, Welcome Remarks and Opening Keynote Address
1000–1200	Third AMIC Distinguished Forum Media, Education and Development: The Quest for New Paradigms
1000–1700	WJEC Associations Meeting (for Association presidents and their WJEC Representatives)
1330–1500	Plenary Session 1 Media Globalization and the Transformation of the Asian Media Landscape
1530–1700	AMIC Plenary Session 2 Media Freedom versus Responsibility: East-West Perspectives
1900–2200	Gala Dinner (open to all AMIC and WJEC delegates)

1330–1500	WJEC Syndicate Teams Programme (2): Investigation & Exploration
1515–1815	AMIC Parallel Sessions C 1 Journalism Education II 2 Community Media 3 Media Law & Ethics II
1515–1815	WJEC Research Session 3 Journalism Education I
1530–1700	WJEC Administrators' Workshop (open to all) 1 Panel 1: Strategic planning in the administration of Journalism and Communication Programmes 2 Panel 2: Ways to assess the quality of your Programme. 3 Panel 3: Funding collaborative research and student and faculty exchanges
1530–1700	AMIC Parallel Session D 1 Media & Communication Education 2 Cross-Cultural Communication 3 Communicating in a New Media Environment II 4 Educating Tomorrow's Business Journalists: From Classroom to Newsroom

Day 2 26 June, 2007

0830–1000	WJEC Opening Plenary 1 State of World Journalism Education • Declaration of Universal Journalism Principles • Global Census of Journalism Education • Regional Report on Journalism Education
1030–1200	AMIC/WJEC Joint Plenary 1 Model Journalism Curricula for Developing Countries and Emerging Democracies and Launch of UNESCO's Model Curriculum Programme
1330–1500	AMIC Parallel Sessions A 1 Freedom of Digital Speech: Testing Boundaries in Singapore 2 Development Journalism & the Media 3 Children, Youth and the Media 4 Communicating in a New Media Environment I
	WJEC Research Session 1 1 Journalism Ethics and Press Freedom
	WJEC Syndicate Teams Programme (1): Introduction
1430–1730	GFMD Steering Committee Meeting
1515–1830	WJEC Best Practices in Teaching Workshop Theme: Teaching Journalists in an Age of Ambiguity Parallel Breakout Sessions 1 and 2
1515–1815	Editors' Roundtable (by invitation only)
1530–1700	AMIC Parallel Sessions B 1 Media Laws and Regulations: Emerging Paradigms 2 Journalism Education I 3 Media Law & Ethics I
	WJEC Research Session 2
1900–2100	AMIC AGM and Dinner (only for AMIC members) WJEC State of Journalism Education Workshop (by invitation only) Regional Reports from Africa, Americas, Asia, Israel, Oceania and Western Europe

Day 3 27 June, 2007

0830–1000	AMIC/WJEC Joint Plenary 2 Who is a Journalist?
0900–1200	GFMD Meeting
1030–1200	WJEC Plenary 2 Assessment, Accreditation and Government

Day 4 28 June, 2007

0830–1000	AMIC Plenary Session 3 1 Media, Conflict and Crisis
1030–1200	WJEC Parallel Session 5A Institutional Initiatives & Partnerships: Innovation in Journalism Education
1030–1200	WJEC Research Session 5B Journalism Education II
1330–1500	AMIC Plenary Session 4 Journalism Education and Practice in the 21st Century: Critical Issues & Challenges
1500–1530	WJEC Parallel Session 6A Research: Hot Topics, Future Directions
1530–1700	WJEC Research Session 6B Analyses of News Coverage

Day 5 29 June, 2007

0900–1200	Post Conference Event: Journalism Education Association (JEA) [Australasia] Roundtable 1 Australian Journalism Futures (by invitation only) 2 The role and future of the JEA in developing and delivering quality journalism education and supporting quality journalism
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Organised by

Asian Media Information and Communication Centre
Wee Kim Wee School of Communication & Information, Nanyang Technological University, Singapore

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Conference Programme

Workshop – 19 June 2007

**14.00 Workshop 1:
Radio News Reporting and Anchoring**
Facilitators: Deutsche Welle Radio Training
Centre, DW, Germany
• Helmut Osang, Head, Asia Division, DW-
Akademie/Radio Training Centre, Germany

**Workshop 2:
Community Radio: Audiences, Definitions
and Sustainability**
Facilitator: Radio France International
• Jean-François Tain, Editor in chief of Asian
services, Head of Cambodian Service,
Radio France Internationale

Day 1 – 20 June 2007

10.30 Opening Session

Welcome Remarks:
• Indrajit Banerjee, Secretary-General, AMIC
David Astley, Secretary-General, ABU

Opening Address:
• Lim Chin Siang, Director of IT and
Technology, MDA, Singapore

Keynote Address:
• Parni Hadi, President Director, Radio
Republik Indonesia, Indonesia

**12.00 Session 1: The Evolution of Radio in the
Age of Convergence**
Chair: *Leif Lonsmann*

Opening Statements:
• Leif Lonsmann, Radio Director, Danish
Broadcasting Corporation
• Paul Chantler, Senior Partner, United
Radio, UK

**Panel Discussion: Reality Check: Are You
Ready for the Digital Future**
Moderator: *Leif Lonsmann*
An interactive panel session with participation
from delegates illustrating who is where on the
digital path.

• Mark Briggs, CEO, United Radio, UK
• Kudsia Kahar, Group Networks, General
Manager, AMP Radio Networks, Malaysia
• Anurag Batra, CEO, Exchange4Media, India
• Paul Chantler, Senior Partner, United
Radio, UK
• Jun Ogawa, Director International Affairs,
Tokyo Broadcasting System, Japan

14.00 Session 2: People Who Make Radio
Chair: *Joan Warner*
• Producers Creating Compelling Content –
Neil Curry, Head of Business

Development, Asia and Pacific Region, BBC
World Service, UK

- Human Touch of Drama – Hideaki Kawano,
Program Director, Drama Programs, NHK, Japan
- The Magic of Radio Presentation – Applying a
Personal Touch – Kudsia Kahar, Group Networks,
General Manager, AMP Radio Networks, Malaysia
- Where do the Programming Ideas Come From? –
Wolfram Tech, Partner and Senior Consultant,
BCI Group, Germany

**16.00 Session 3: You Need to Know What Audiences
Want**
Chair: *Stuart Saunders*

- Music Generates Audience – Adelheid Feilcke-
Tiemann, International Relations, Deutsche
Welle, Germany
- Spoken Word in Music Radio – Vineeta Dwivedi,
Business Development Manager, India, BBC
- World Service, UK
- Impact of Radio on Philosophy of Music –
Hassan Khojaste, Vice President, Radio IRIB,
Iran
- Country Report: On-air Formats and Radio
Audience – Mark Neely, Regional Director, Radio
Asia/Pacific, Nielsen Media Research, Australia

Day 2 – 21 June 2007

**10.00 Session 4: Marketing and Promotion –
Enhancing Value of Commercial Radio in the
Digital Environment**
Chair: *Deborah Steele*

• Developing a Strong Radio Industry: How can
Private Broadcasters and Government Work
Together – Joan Warner, CEO, Commercial Radio
Australia, Australia

• How is Commercial Radio Performing in
Comparison to Other Media – Anurag Batra,
Managing Director and Editor-in-Chief,
exchange4media group, India

• Transformation and Re-branding to Public Radio –
Bimo Bayu D. Nimpuno, Services and Marketing
Director, Radio Republik Indonesia, Indonesia

• “OTTAVA” (Octave) Digital Radio Service One
Tone Higher – Jun Ogawa, Director International
Affairs and Strategy, Tokyo Broadcasting
System, Japan

11.30 Session 5: Digital Pioneers
Chair: *Mark Briggs*

• World of Radio as a Mobile Service – Jawahar
Kanjilal, Director, Multimedia Experiences, Asia
Pacific, Nokia Multimedia, Singapore

• Radio and Internet: Perfect Business Partners –
Tara Reid, Strategic Planning and Client Services
Executive, Commercial Radio Australia, Australia

• Cross Media Production – Choong-Eon Lee,
Radio Program Director, Korean Broadcasting
System, Korea

• Radio in the Digital Age: How to Survive and

19–22 June 2007

Singapore EXPO, Foyer 1, Level 2
1 Expo Drive, Singapore 486150

Grow – Jochen Lukas, Media Research and Consulting, The Broadcast Partner, Germany

14.00 Session 6: "New Radio" What Makes it Hot

Chair: *Kudsia Kahar*

- How Youth Stations can Tap New Media to Make Better Radio – Mark Richmond, Programme Director, MediaCorp Radio, Singapore
- Radio in the Era of Web 2.0: User Generated Content and Podcasting – Michael Mullane, Radio News & Sport, European Broadcasting Union, Geneva
- Raising the Profile and Importance of Radio as Main Stream –Tara Reid, Strategic Planning and Client Services Executive, Commercial Radio Australia, Australia
- Competing in the New Media Environment with Digital Radio Services – Tobias Grote-Beverborg, Managing Editor, Asia Programmes, Deutsche Welle Radio, Germany
- The Convergent Mobile Music Experience – Leong-Yan, Yoong, Head, Music Experiences, Asia Pacific, Nokia Multimedia, Singapore

16.00 Session 7: News for Radio – Gathering and Using

Chair: *Allan Williams*

- News in Commercial Radio/Advertising Revenue for News – Gerardine Tan, Senior Programme Director, MediaCorp Radio, Singapore
- Radio News Online: The Appeal of Value – Addition – Deborah Steele, Executive Producer, Radio Australia News and Current Affairs, Australia
- Modern News Room: Employing IT – Michael Niederberger, Head of IT Organisation, DW, Germany
- News as an Audience Driver – Neil Curry, Head of Business Development; Asia and Pacific Region, BBC World Service, UK
- News and National Development – Ramlah Johari, Asst Controller, News, Radio Television Malaysia

Day 3 – 22 June 2007

10.00 Session 8: New Technologies for Enhancing the Role of Public Service Radio

Chair: *Francis Lucas*

- How Radio is Facing the Challenge of Convergence in Public Service Radio – Alain Masse, Deputy Director to the President, Strategic Watch and International Affairs, Radio France & Vice-President of Radio Committee (European Broadcasting Union), France
- South Asian Community Radio Broadcasters on the Digital Path – MJR David, Community Radio Consultant, Sri Lanka
- National Broadcaster Works Towards Multimedia Broadcasting for Better Public Service: A Perspective from VOV – Nguyen Tien Long,

Director of International Cooperation Department, Radio the Voice of Vietnam, Vietnam

- Low Cost Radio –Rukmin Wijemane, Head of Studio, Technology and Training, ABU, Malaysia

11.30 Session 9: Challenging the 5 P's

Chair: *Kalinga Seneviratne*

- Profits, Power and Patronage within Media: An Unholy Trinity – Sonia Randhawa, Former Executive Director of the Centre for Independent Journalism, and Deputy President of AMARC Asia-Pacific, Malaysia
- Community Participation in the Power of Media: Community-Based Radio A Philippine Experience – Francis Lucas, President, Catholic Media Network, Philippines
- Sunaryo, Director, Multi Media Training Centre, Indonesia

14.00 Session 10: Is Public Service Radio Fulfilling its Role in Development Communication?

Chair: *MJR David*

- Public Service Broadcasting in India – Not an Encouraging Scenario – Abhijit Bora, Lecturer, Department of Communication & Journalism, Gauhati University, India
- Radio Training and Development in Post-Conflict Situations: The European Experience – Jean-François Tain, Jean-François Tain, Editor in chief of Asian services, Head of Cambodian Service, Radio France Internationale
- Environmental Radio Soap Opera for Rural Vietnam – Monina Escalada, Professor of Development Communication, Visayas State University, Visca, Baybay, Leyte, Philippines
- Mainstreaming community radio as an independent discipline of Public Service Radio for Development – Jocelyne Josiah, Advisor in Communication and Information for Asia, UNESCO, India

16.00 Session 11: Community Radio, Community Voices

Chair: *Jocelyne Josiah*

- Walking a Tightrope: The Challenges for Community Radio in Indonesia – Arya Gunawan Usis, Coordinator for Communication Programmes, UNESCO, Indonesia
- Community Radio via Public Service Broadcasting: Kotmalae Model – Kalinga Seneviratne, Senior Research Associate, AMIC, Singapore
- Community Radio and Economic Viability: Lessons from Nepal – Suman Bassnet, Coordinator, AMARC, Asia-Pacific, Nepal
- Local Community Radio: Enhancing Access to Information in Rural Vietnam – Hoang Minh Nguyet, Vice President, Radio, the Voice of Vietnam, Vietnam

17.30 Closing remarks:

- Indrajit Banerjee, Secretary-General, AMIC
- David Astley, Secretary-General, ABU

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Global intellectual property body says piracy costs US\$100b

Counterfeiting and piracy costs the global economy at least US\$100 billion every year, the Geneva-based World Intellectual Property Organisation (Wipo) warned.

The warning comes as business leaders and government officials were meeting in Geneva for the third global congress on combating counterfeiting and piracy.

“Today, almost every product on the market is a target of counterfeiting and piracy, endangering human health and safety, and undermining economic development”, Wipo said.

China and Russia are the worst-rated countries in addressing counterfeiting and piracy, according to a survey by the International Chamber of Commerce (ICC) released in January 2007.

The ICC said this mirrored a recent survey by the European Commission which identified China as accounting for two-thirds of all counterfeit goods seized in the EU, with Russia, Ukraine, Chile and Turkey close behind.

“This survey shows a lot more work needs to be done on enforcement. We need to educate policymakers that greater investments in IP (intellectual property) enforcement will translate into more jobs and tax revenues, and also help them in the fight against organised crime”, said ICC secretary-general Guy Sebban.

China was warned by the US that its poor record on protecting IP rights could make it the subject of a complaint at the World Trade Organization.

Anti-piracy drives like “Operation Trident” over the past 30 months have led to almost 3,500 arrests from Beijing to Auckland, and more than 26 million pirated optical discs seized. The operation was coordinated by the US-based Motion Picture Association (MPA) and involved 12 Asia-Pacific states and their law enforcement agencies. Key players in the success of the coordinated sweeps were China and Malaysia, home to many of the pirates’ production facilities, vendors and exporters.

While industry players lauded MPA’s ongoing anti-piracy initiative and enforcement successes, they pointed out that efforts in public education were also crucial.

Said MPA senior director of operations Neil Gane: “The work of the enforcement authorities will be vital in winning many battles but the key to winning the war will be educating people about the value of intellectual property and teaching respect for copyright”.

“Thus enforcement must be balanced by education, with both government and industry working together.”

*The Straits Times (S'pore)
& Business Times (S'pore)*

US\$100 Un-PC to bridge the digital divide

First it was the Simputer, a hand-held computing device and then Negroponte’s Children’s Machine, costing about US\$140, attempting at converting the poor into computer users. Soon, an Indian home-grown no-frills computer, NetTV, aims to hit at the rural mass targeted by earlier producers of low-cost computing gadgets that somehow fail to meet popular adoption.

NetTV is the brainchild of Mr Rajesh Jain, the founder and chairman of Novatium, the Chennai-based company that makes NetTV and NetPC, a similar product that uses a normal computer monitor. Both are based on cheap cell-phone chips and come without the hard-disk drive, extensive memory and prepackaged software that add hundreds of dollars to the cost of regular PCs. Instead, they are a little more than a keyboard, a screen and a couple of USB ports—and use a central network server to run software applications and store data.

Novatium already sells the NetPC for only US\$100—just within reach of India’s growing middle class—and Jain believes he can soon drive

the price down to US\$70.

Despite the country’s rise as an outsourcing hub, PCs are selling slowly—far more slowly than mobile phones or motorbikes—because they are too expensive to buy and maintain, and too complicated to use. Jain’s offer of his NetTV is a new approach to computing that boils the essence of Internet access down to its lowest cost and lowest risk. Jain plans to offer all this in lease deals that include easy-to-use hardware, Internet connection, application software and service—for US\$10 a month.

This formula could provide a long-sought bridge over the digital divide—and many may just change the way the average person thinks of computing. The solution would open up a huge new market for Internet service providers, starting in India but possibly spreading to other emerging markets.

It would also become a target for innovation on a global scale, forged by immense competition for new customers, and that would have a big impact on the PC world in the West.

www.msnbc.com & Straits Times (S'pore)

Korea advances in spam control

South Korea is beefing up its struggle against unwanted junk e-mail, while trying to escape its poor reputation of being one of the world's major spam-relaying hotbeds.

According to Spamhaus, an international anti-spam agency, 54 domestic Internet service providers were the hosts of 159 known "spam issues" as of January 2007. A spam issue is when spam is sent out en-masse at one time via a server.

The figure placed Korea in sixth place following the United States, the runaway leader, with 2,036 cases of spam issuance. China had 411 cases; Russia, 267; the United Kingdom, 175; and Japan, 167.

The sixth slot is not at all impressive, but it was a major improvement in consideration of the country's track record. Korea was third on the spam list for two straight years in 2004 and 2005, chasing the US and runner-up player China and improved to fifth last year.

The progress coincides with government surveys, which show that Koreans received on average 5.3 unsolicited junk messages per day during the latter half of last year. The daily figure was 13.8 two years ago, according to the Korea Information Security Agency.

"The all-out efforts to contain spam mail such as the sender policy framework (SPF) appears to

work. The number of spam mails is expected to go further down this year", said Lim Jae-myung at the state-backed agency.

The SPF that many local Web portal sites adopted in late 2005 refers to a technology geared toward countering forged addresses used by spammers.

The SPF thwarts spammers from forging addresses used to send e-mails in bulk and enables law enforcement authorities to block an illegal marketer's account. If Korea is able to reduce e-mail spammers more, experts predict that the country's Spamhaus ranking would move several notches down this year, maybe out of the top-10 list.

"Korea hosts approximately 40 more spam issues than 10th-placed Netherlands. We can substantially improve our position via anti-spam wars", a Seoul analyst said.

"Then, we will be able to become a role model for other countries, which will want to learn the secret of how we successfully installed a state-of-the-art Internet infrastructure while controlling spammers", he said.

Currently, more than 14 million of Korea's 15.5 million households are hooked up to the high-speed Internet, the world's highest Internet penetration rate.

koreatimes.co.kr

PC-to-TV waves makes cable companies wary

A wave of new technologies that link home computers to televisions could threaten traditional media distribution methods as consumers interest in online video entertainment continues to grow.

At the Consumer Electronics Show (CES) held in Las Vegas in January 2007, electronics manufacturers from Sony Corp to start-ups such as Sling Media unveiled a raft of new products to allow consumers to play Internet videos, or media files stored on PCs, directly on their TV screens.

Bridging that PC-to-TV gap would open up new distribution potential for media content providers, but would also challenge traditional distribution channels and strategies, such as cable TV's much-vaunted video-on-demand services.

At the CES, Sony said it planned to sell new TVs with modules that let viewers pipe in content on PCs and Internet programming.

Viacom Inc, Starz Entertainment's subscription broadband video service and film studio Lions Gate Entertainment Corp signed deals to let users of Microsoft Corp's new Vista operating system send PC-based content to TVs and video game consoles.

The two-year-old Sling Media, that made its name selling a device that allowed cable TV shows

to be viewed on laptops and cellphones, launched a prototype of a new gadget that connects all PC-based media to TV screens. The device would also allow viewers to clip and share live TV broadcasts over the Internet.

But consumers are currently unwilling to pay more for a device that lets them view PC content on TV screens, according to a poll of 5,000 US homes by Forrester Research. Moreover, the bandwidth constraints of current broadband services essentially rule out any downloading or streaming of high-definition programmes.

Mr Glenn Britt, executive of Time Warner Cable, compared the trend in linking broadband Internet video to TVs to the wireless industry's fascination with creating new systems to digital television services.

Video-on-demand lets digital cable subscribers click and watch movies and shows instantaneously, much like stored programming on digital video has eclipsed video-on-demand, it is not necessarily bad news for cable operators and telephone companies as they also stand to profit from rising demand for broadband connections.

Reuters

UNESCO releases media education kit

“Media Education: A Kit for Teachers, Students, Parents and Professionals” has been published in English and French by UNESCO.

What should Media education be like? Who should provide it? How should it be included in a curriculum? Beyond schools, do families have a say in the matter? Can professionals be involved and how? What strategies can the public adopt to deal with the benefits and the limitations of media?

These are some of the questions addressed by the kit. It proposes a prototype of media education curriculum for the basic qualification of secondary school teachers, but it also extends its modular approach and key concepts (production, language, representation, public) to adults outside the school system, be they parent, media professional or decision-maker. In addition to a teachers' manual and accompanying students' handbook, the kit also contains a manual for parents as well as a handbook on ethical relations with professionals and one on Internet literacy.

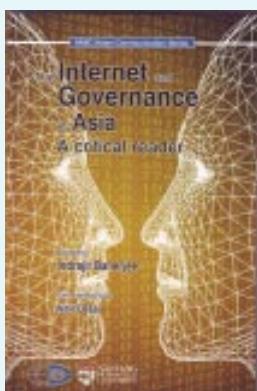
To extend the pedagogical process of questioning, a “Frequently Asked Questions”

section has been added as well as a glossary of media education terms. The responses provided are meant to introduce the debate and promote dialogue rather than being considered definitive answers. They are not recipes but suggestions for further explorations, both on- and off-line, with many references to documents, materials and websites offered in the final reference section.

Whatever the mode of entry and the viewpoint adopted, the kit takes into account the necessary skills needed to decipher the various types of messages as well as the various stakes relating to citizenship and sustainability, beyond school and family. What matters most is establishing connections between the different actors involved in the process of socializing children and young people. In a development perspective, solid and durable foundations for a large and systematic media education are fundamental to the current needs of shared knowledge societies and cultural diversity.

These kits can be downloaded from <http://portal.unesco.org>

AMIC NEW TITLE



The Internet and Governance in Asia: A Critical Reader

Edited by Indrajit Banerjee

384 pp 2007 ISBN 981-4136-02-6 SG\$40/US\$25 (Others)*

The Internet and Governance in Asia: A Critical Reader constitutes a first ever attempt to map the impact of the Internet on governance in Asia. It examines key implications for democratization, cyber security, e-government, technical coordination and Internet policy and regulation.

The book is divided into five sections, each containing a brief introduction to the specific section and consisting of three chapters. The five sections or topics covered by this book are:

- Internet and Democracy—ways in which the Internet has been harnessed to promote greater democratization, public debate and political participation;
- E-Government—the provision of services through the Internet and other ICT networks and their impact on public accountability and transparency;
- Cyber Security — the critical issues and concerns such as surveillance as well as the means by which the Internet can be effectively used to improve security as well as minimize risks from terrorism;
- Internet Governance—critical issues relating to the technical coordination of the Internet and the

prospects for the best possible means to govern the structure and operations of the Internet.

- Internet Policy and Regulation—key policy and regulatory issues and concerns relating to the use and impact of the Internet.

The three chapters in each of the sections provide a diversity of perspectives covering each of the specific issues addressed by the section. The idea here is to provide readers with different perspectives and case studies on the same issue. The authors bring to the debate their own views and experience and thus all the sections provide a comprehensive view of the issues covered.

“Recognizing the Internet as a double-edged sword, which can support the networking of terrorists as well as civil society advocates and government reformers, the authors focus on policies and practices that will enable the Internet to support development objectives in one of the most rapidly developing and globally significant regions of the world. This is must reading for educators and policy-makers who have a serious interest in the societal implications of the Internet and the future of governance in Asia.”

Professor William H. Dutton
Oxford Internet Institute, University of Oxford

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US newsprint decline helps Indian press

The newsprint industry is going through a worldwide churn with different trends taking hold in different parts of the world. These trends largely mirror that of the newspaper industry, where Asia is experiencing a new golden age whereas North America and western Europe are at saturation levels.

Newsprint capacity in North America has declined from 13.6 million tonnes (MT) in 2004 to 12.6 MT in 2006. It is projected to hit 12 MT in 2007. The decline in North American demand has been even more precipitated from 11 MT in 2004 to 10 MT in 2006 and further to 9.6 MT in 2007.

The European Union (EU) has experienced stagnation rather than decline, with both capacity and demand increasing marginally between 2004 and 2006. In contrast, Asia is witnessing a mini-boom with capacity increasing from 11 MT to 12 MT between 2004 and 2006 and is projected to reach 13 MT in 2007.

Demand has been shooting from 12 MT in 2004 to close to 14 MT by the end 2007 driven by rising demand in India and China. In India, demand has risen from 1.15 MT in 2003 to an estimated 1.65 MT in 2007. The decline in North America, historically

the world's largest market, has led to a softening in newsprint prices.

In January 2007 prices for Indian consumers were US\$630 per MT compared to US\$670 in September 2006. Leading Indian media organisations are increasingly able to demand firmer prices for themselves thus helping the whole fraternity.

Globally, demand and supply (capacity) of newsprint remain finely balanced. Falling demand in North America should exert a downward pressure on prices for sometime though a prolonged fall would lead to market forces kicking in. Supply will shrink as newsprint suppliers will inevitably cut production.

One obvious strategy which North American publications can resort to is the free newspaper model. The EU leads in the number of free publications with circulation increasing by 66 per cent during the period 2005 to February 2007.

There are as many as 118 titles in the EU. In contrast, both the number of titles and circulation of free dailies has been stagnant in North America. A greater emphasis of free papers in North America could well be the antidote to falling circulation.

Times News Network

Indonesian government to revise 1999 Press Law

The Indonesian government is drafting a revision to the Indonesian press law in an attempt to meet increasing calls for a more journalist-friendly law, a top government official said.

"The (current press) law is no more useful. It was made in the spirit of fighting against the (previous) government's limitation on the media's movement", Communication and Information Minister Sofyan A Djalil told the media after addressing a discussion on journalistic professionalism, as quoted by detik.com newsportal.

"We must bear in mind that the law does not provide protection for journalists." "The academic draft for the revision of the press law is already completed", he said, adding that the draft law had been prepared by a joint team of academics from the Jakarta-based University of Indonesia of Indonesia and West Java's Padjadjaran University.

There has been increasing concern among journalists regarding their condition and financial security.

Unlike the previous press law, the current law

does not regulate on the necessity of each media organization to grant employees—including journalists—a 20 per cent share in the company, which would entitle them to dividends should the organization grow.

Paragraph 2 of Article 3 of the 1999 law stipulates that a media organization can function as an economic institution as well as a medium of information, education, entertainment and social control. The law does not regulate on how the media organization should perform its economic functions.

Sofyan promised the revised law would not limit press freedom in Indonesia, as many in the country's media circles feared would happen.

He cited a number of minimum requirements for individuals or organizations intending to establish new media organizations. These included sufficient start-up capital and protection for journalists.

"Press freedom must be guaranteed. But, at the same time, the media industry should remain a healthy one", he said.

The Jakarta Post

ICT4D will continue to be a significant techno-cultural force in shaping Asian society over the coming years. The Pan Asian ICT&D Grants Programme has the objective of building institutional research capacity in the developing countries of the Asia-Pacific region.

The three projects here that were presented during the Learning Forum are examples of the Grants awarded.

For more information on the Pan-Asia ICT R&D Grants, please visit www.amic.org.sg

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Using ICT for capacity building

N-Logue: The Impact of Rural Telemedicine in Improving Rural Health—Rural Internet Connectivity

This project discusses an essential issue that rural states in India faces with regards to the health sector, due to the lack of human resources and ICT facilities. The majority of the Indian population is rural and has inadequate access to quality health care due to social, economical, geographical, infrastructure and cultural factors as well as lack of qualified doctors. In the absence of quality health-care, the villagers tend to self-medicate or approach a doctor in a town only at a later stage. Sometimes they even use medicine provided by unauthenticated practitioners.

Through the collaborative efforts of N-Logue and Neurosynaptic Communications, this project was implemented in villages of Sivagangai District in rural India. N-Logue Communications is a rural service organization, which creates ICT infrastructure across India by setting up rural Internet kiosks, while Neurosynaptic Communications is a telemedicine solution company. Both companies worked jointly to facilitate remote telemedicine services in the selected rural districts by using a low cost medical diagnostic kit connected to wireless Internet kiosks. The kit was portable and was connected to a personal computer via infra-red. It had probes that are attached to the patient physically and had separate probes for basic physiological parameters, temperature, blood pressure (BP), ECG and heartbeat. This telemedicine system helps to send the necessary data remotely to the doctors in the town. Therefore, it is not essential for both doctor and the patient to be physically present at one place in order to detect illnesses and provide prescriptions.

As an awareness-raising programme, a Free Health Camp was organized in the village where all the visitors were given a BP and an ECG test. In addition, the highest-ranking official in the District held an Inaugural Service to increase the acceptability of the service among the villagers as well as to get the support from the District Administrator.

Hence, this project benefits both the patient and the doctor in terms of financial implications and convenience. It lessened the patient's worries regarding transportation and consultation costs.

During an interview held with Mr Sharad, Chief Executive Officer of N-Logue Communications at the Pan Asia Networking Learning Forum 2007, he suggested having more expertise in different ICT

areas and telemedicine areas so as to ensure an efficient and sustainable telemedicine service in the future. He also suggested increasing the interactivity among expertise from different countries who are doing similar projects so that it will give more opportunities to foster long-term meaningful ICT opportunities for such developing states.

Maximizing the use of traditional, digital and satellite-based radio services to extend educational programming and other relevant audio content to students and community residents of the Republic of Nauru

Republic of Nauru, an isolated island in the Pacific region, with a population of 13,000, was once one of the richest per capita among the developing countries because of its rich phosphate resources. However, today it faces a lot of traumatic situations due to the depletion of such resources as well as social, political and economical instabilities. Unreliable electricity supplies and public-water purification plants, non-existing public transportation and fuel shortages are some of these problems. In addition, unemployment and under-employment can be commonly seen.

In order to extend educational programming in the Republic of Nauru, the University of South Pacific (USP) in Nauru was funded by the Pan Asia Grants Programme to maximize the use of traditional, digital and satellite-based radio services. This is the only higher educational institution in the island. The Radio Pacific project aims to combine existing satellite networks at USP with radio technology so that students and community residents can receive useful information.

“It’s a very small island. It’s in the middle of the Pacific Ocean. The only way you can get through there, more or less, is by plane. So the idea was to link the radio station, provide a link for the people and also to link with others in the South Pacific using the USP network”, said Dr Colelian from the USP.

It also aims to enhance the training of primary and secondary school teachers through audio programmes which eventually will produce well-trained teachers to the island. This would provide more opportunities for the students in the community to have a better education.

This project also aims to use this radio broadcasting network to increase public awareness in areas such as, health, business entrepreneurial, environmental and coastal resource management, human resource development and good governance.

According to Dr Colelian, there were some unforeseen difficulties such as transportation and technical problems at various levels during the implementation of the project. Nevertheless, the Radio Pacific project have managed to benefit students of the USP, primary and secondary school students as well as teachers, general public residing in Nauru and regional non-governmental organizations in various ways.

One of the main outcomes of this project was the increase percentage of enrolment at USP-Nauru Campus. In addition to this the staff learnt much about streaming video and audio, which allowed them to acquire skills in uploading and downloading files, audio and video compression and encoding, virus containment, conversion of audio and video to various digital formats that were later saved onto disks.

Web-based integrated DHF surveillance system in Sleman District, Yogyakarta, Indonesia

Dengue Hemorrhagic Fever (DHF)—severe form of Dengue—is a leading disease that threatens the Indonesian children with an increasing number of hospitalization and high mortality rates. This disease is mostly seen in the form of outbreaks in the urban areas in Indonesia, mainly due to the lack of consideration about preventive measures that can be taken to eliminate places such as, non-biodegradable containers, water storage containers, and improper tire disposal, where the mosquito's lays eggs. DHF control strategies such as case detection and management, disease surveillance, control of dengue transmission in the urban areas are fragmented. Among many regions in Indonesia, Yogyakarta has been one of the mostly affected areas from DHF. The epidemiological investigations in these undeveloped areas are not carried out consistently and efficiently.

With the ultimate objective of establishing a “zero tolerance” norm towards the spread of DHF in the community, Centre for Health Informatics and Learning Faculty of Medicine Gadjah Mada University was funded by the Pan Asia Grants Programme to integrate DHF surveillance system. This would help public health care personnel and local government to early detect areas that are affected with DHF and take actions to support people in those communities.

As an implementation of the project, all the community health centres were provided with computers for reporting of DHF cases. Recorded information will be sent to the district health office via online or in floppy discs, so as to update in the DHF surveillance system. In order to identify the



Dr Hari Kusanto (right), DHF Surveillance System, was interviewed at the Learning Forum.

areas where DHF incidences have spread and the speed of spreading it, a web-based geographic information system (GIS) was used. The system would automatically identify the number of cases in each village and will be updated in the geographical map in the system. The construction of this was aided by WHO grant.

In order to maximize the benefits of this project, workshops, presentations and discussions took place among the targeted beneficiaries to discuss objectives and rationale, as well as to clarify and communicate GHF system implementation.

Basic information about GHF epidemiology, case management and diagnosis will be published on the website, <http://dhp.smikes.org> for dissemination. Hence it will support hospitals, and other health care centres to achieve other objectives such as monitoring the incidence and time-space clustering of DHF cases and fatalities in the community, and developing guidelines in the mobilization of resources to minimize DHF morbidity and mortality in the form of web-based interactive programmes.

This will benefit people who live in urban and suburban areas where DHF incidence often takes place. However, it will also benefit health sector and other authorities to plan and implement actions to reduce the occurrence of DHF incidence through planning, advocating, and implementing ideas based on the information suggested by the data system as well as to drive appropriate actions for DHF outbreaks.

It is suggested that this system can be used in the future for other diseases such as tuberculosis and vaccine-preventable diseases.

China encourages media to report more on science

Science could get more media coverage in China thanks to a new government scheme to boost science communication. But experts warn that without a concrete implementation plan it will have no effect.

The scheme released in December 2006, aims to increase science coverage in newspapers, TV stations and other broadcasters and encourage publishers to distribute more popular science books.

To achieve this, it is hoped that the government will fund existing science programmes and columns in broadcast and print media to help improve their quality. If successful, new science columns, TV channels or book brands will have emerged by 2011.

To achieve these aims, the government will encourage publishers to distribute more popular science books in rural areas, with thousands of bookstores and news stands planned for remote rural areas. Other measures include supporting a group of leading interactive science communication websites, and developing computer or Internet games for science communication.

The scheme was drawn up by the Science Ministry and other government departments, the China Association for Science and Technology (CAST), and China's media watchdog, the Central Publicity Department of the Chinese Communist Party. It is part of a massive 15-year national scheme for science literacy announced earlier last year. But Lou Wei, an official with CAST's science popularisation department, that also works as the

operations office for the science literacy scheme, admits that a concrete working plan and budget for the scheme have yet to be finalized.

"The outline's implementation details will be worked out in the coming months with more discussion with media professionals", Lou said. But he added that getting sufficient funds from the central government to implement the scheme is proving a difficult task.

Xu Jiuwu, a Senior Science Editor and Vice Chairman of the Chinese Society for Science and Technology Journalism, said the plan will help combine media reporting with professional science communication which involves tasks such as creating posters about science.

He warned that success would depend on adequate funding and a rigorous approach. "China's market-oriented reform has made more media stand away from serious science", he said.

"Without a systematic approach to combine financial support and technical guidance, it is very difficult for the Chinese mass media to implement the outline", said Xu.

In a separate move, CAST announced that 310 rural science communication programmes have been given special grants worth a total of US\$6.25 million. This is the first time that the central government have funded science communication projects specifically tailored to rural areas.

www.Scidev.net

Lifestyle magazine launched for non-resident Indians in Singapore

A lifestyle magazine that caters to non-resident Indians (NRIs) is being launched in Singapore, marking it as the first of its kind in the region. To be called *India Se*, which means "from India" in Hindi, the monthly magazine is the brainchild of Shobha Tsering Bhalla, a veteran journalist from Today, who said this was the first step towards establishing Singapore as a base for NRI media companies.

"Singapore is a natural media hub for NRIs with its high concentration of great NRI talent, its proximity to India, its unmatched infrastructure and business-friendly infrastructure and business-friendly government policies", said Ms Bhalla.

The magazine, whose website address is www.indiaseonline.com, will also have an events management arm in partnership with Vivala., India's biggest wedding events organiser. Future plans include partnering with Indian and NRI film-makers

to produce films in Singapore that cater to the Indian diaspora.

India Se will be launched in Singapore and distributed in South-east Asia, Dubai, India and Australia/New Zealand in the first half of this year.

By early next year, the magazine will be launched in Britain and the United States, which has the largest base of NRIs, a third of the 25-million-strong Indian diaspora.

"Growing numbers of Indians—and affluent ones at that—are attractive targets as consumers today. *India Se* is likely to capitalise on this. There has been tremendous growth in numbers and economic terms for Indians settled overseas, and we are definitely beyond critical mass, which makes it the right time for a magazine like this.

Today (Singapore)

India to establish 4000 community radio stations

In the next few years 4000 community radio stations will have sprung up in India under the new enabling community radio policy announced by the Government, said Shri S K Arora, Secretary, Ministry of Information and Broadcasting of India.

This was announced during the “National Consultation on Community Radio for practising and potential Community Radio Operators in India”, at the Indian Institute of Mass Communication (IIMC), New Delhi.

The Ministry of Information and Broadcasting, Government of India in collaboration with the United Nations, led by UNESCO, organized the consultation meeting that aims to raise awareness about the processes involved in community radio (CR) licensing in India, and taking the dialogue forward.

Based on presentations from Community radio operators in South Africa, Philippines, Nepal, Sri Lanka and India relating to crucial aspects ranging from policy to operation, organization and management, programming and sustainability, it showcased different models/experiences in South Asia and other regions and focussed on contextualising them to meet the Indian situation.

In his inaugural address, Shri S K Arora anticipated that in the next few years 4000–5000 community radio stations will have sprung up in India and that it was indeed helpful for community radio operators (practicing and potential) in India

to understand different aspects from others' experience. According to him, “The Indian Government has been extremely supportive of NGOs functioning. The mass media factor had been missing in this support.”

He further added, “Community radio focuses on low cost and low return pattern of operations, which are aimed at educating and entertaining the community using their own idioms and language in contrast to the private FM radio which is primarily driven by entertainment and business considerations”.

This National Consultation comes in the wake of 16 November, 2006 the Union Cabinet clearance of the community radio policy allowing non-profit organizations with a three-year track record to set up and run stations.

Radio is the main source of news and entertainment for most of India. All India Radio (AIR) is the top tier in radio coverage, as the public service broadcaster. Private FM has now become the second tier. Community radio promises to be the third tier, closest to the people.

Community radio in India has many advantages over AIR and private FM. Programmes broadcast in the local languages dealing with local issues and involving ordinary people appeal instantly with the villagers and town people.

<http://portal.unesco.org>

Indonesian community radio stations ordered off the airwaves

The Information and Communications Ministry has ordered a number of community radio stations to go off the air for jeopardizing aviation safety at Halim Perdanakusuma Airport in East Jakarta.

The airport has reported the community stations are interfering with its radio navigation system. The ministry's spokesman, Gatot S Dewa Broto, said the owners of seven community radio stations had been invited to the ministerial offices where they were briefed on the dangers of using the frequency 118.3 MHz, which is the aviation radio channel.

He said radio interference had created difficulties for pilots and air traffic controllers during takeoffs and landings at the airport. It is estimated that the broadcasts of 27 community radio stations in East Jakarta, as well as Bekasi and Bandung in West Java, have been interfering with aviation channels.

The country is notorious for the inefficient use of its radio frequency spectrum, with cell phone and television networks now operating in the same

general frequency range.

Gatot said frequency confusion in Indonesia was caused by the weak and redundant regulations on radio waves. “We are currently trying to sort out radio identification requirements. It will take some time and sacrifice but it will improve the telecommunications industry in Indonesia.

Community radio station Suara Warga Jakarta (SWJ) [Voice of Jakartans], which is located in Cipinang Muara, East Jakarta, however, dismissed the allegation their activities had posed a threat to aviation safety.

Bagus Suprianto from SWJ said the station used weak signals that only reached distances of 2.5 kilometres away and did not cause harmful interference. “The government should pay attention to stations with strong signals that cover larger areas”, he said.

The Jakarta Post

Chinese regulator moves to converge voice, data and cable-TV services

Chinese telecommunications regulator aims to converge voice, data and cable-television networks into a single Internet platform in a move that will pave the way for telecommunications firms to run broadcasting services.

Analysts said the convergence meant that the Ministry of Information Industry, which oversees the telecommunications sector, would take more power from the broadcasting regulator, the State Administration of Radio, Film and Television (SARFT).

In a statement outlining this year's main tasks, the ministry said it would increase efforts in research and development on implementing network convergence in China. It would also liaise with other government agencies to help develop policy under the new market. It did not disclose a timetable.

Under existing rules, telecommunications and broadcasting firms are not cross-overs into each other's territory. For example, telecommunications operators cannot provide television services, while cable-television operators cannot offer telephone services. This has prevented telecommunications players from offering a comprehensive service package that includes voice, broadband and

television, which is a common practice in Hong Kong.

PCCW, Hong Kong's largest telephone operator, is running Internet and pay-television services, while i-Cable Communications, the city's largest pay-television operator, also provides telephone services.

"The study on network convergence by the Ministry hints that it is seeking more regulatory power from SARFT to ease the limit on the likes of China Telecom or China Netcom delivering television service through their fixed-line networks", said Wong Chi-man, an analyst at Everbright Securities.

China Telecom and Netcom are only allowed to offer Internet protocol television services with partner Shanghai Media Group.

Mr Wong said the move would face strong resistance from SARFT, which has the duty to protect the interest of cable network operators.

"Given that all telecoms players are listed, they gain the financial advantage over cable players. SARFT is expected to delay the convergence policy until they have significant financial back-up", he said.

South China Morning Post

Nepal's film industry gets new lease of life

"Kollywood", the nickname given to Nepal's fledgling movie industry, is planning a major revival in the wake of a peace deal that has brought renewed national hope.

The industry is looking to home-grown films, including stories by former Maoist rebels.

The decade-long Maoist insurgency claimed 13,000 lives and wrecked the economy of the Himalayan nation—and the movie industry was not spared.

The "people's war" led to a drop in the number of theatres to around 200 from a peak of 530 in the mid-1990s. Production shrank to fewer than fifteen movies a year. But investors now see renewed demand and plan forty movies this year with even former rebels getting in on the act.

"Finally, peace has prevailed in the country and film-makers are excited to get back into the business. Even the Maoists are entering into the mainstream cinema", said Mr Sailesh Acharya, Chairman of

Nepal's Film Development Board, a government body.

Cinemas in Kathmandu, which accounts for more than 40 per cent of the total Nepal market, are now dominated by Hindi-language films imported from India.

For Mr Subel Bhandari, 24, editor of the popular youth magazine, watching Nepali movies is a "painful job". "We want movies that are realistic, something that we could relate to, but film-makers do not understand what audiences want", he said. But former Maoist rebels believe they have the formula to produce home-grown cinema—in a revolutionary way.

"The future of Nepali cinema is very promising and we will break the old patterns of copying stories from Indian films", said Mr Shiva Lamichhane, who is shooting one of the films that relate to the civil war.

The Straits Times (Singapore)

TV gaining ground in Afghanistan despite obstacles

Despite continued difficulties with security and reconstruction, television is gaining ground in Afghanistan as the most important news and entertainment source in urban areas, particularly the capital, Kabul.

Recent surveys have been conducted by US media and public opinion research organisation InterMedia. Jacob English who is an InterMedia Project Manager for the Middle East and North Africa says, "Television use and importance is rising most quickly in Kabul, where socioeconomic conditions are better than in the rest of the country, and among young people 15–24.

"From 2005 to 2006, television access in the city rose from 59 to 78 per cent. Even urban residents who can't afford to buy a television set have greater access to places where TV is available—others' homes, cafes and work places. However, due to problems with infrastructure, mainly a lack of consistent electricity and little disposable income, television's appeal is more socially desirable than affordable for many Afghans."

In a country where 84 per cent of the population is rural, the urban-rural split is pronounced: nationwide only 37 per cent of Afghans claim to watch TV weekly, compared to 89 per cent in Kabul.

Kabul's viewers can choose from six privately run channels. InterMedia found that Tolo TV, funded by an Australian based Afghan businessman, is most popular, with programmes including a nightly

newscast, roundtable discussions, Islamic programming, and shows on cinema, cooking, music and sports.

Afghan State TV is the second most important information source. The station's principal focus is news, the tone of which is usually consistent with the government line. Other challenges remain. More than 25 years of war has devastated the country's infrastructure, leaving radio as the most reliable means of news and entertainment (Afghanistan remains a radio culture—92 per cent of Afghans own a radio, 73 per cent listen weekly).

In a country where 56 per cent of the people are under 34, young Afghans embrace television and other new technologies more readily than older generations. TV access among those 15–24 has remained steady at more than 30 per cent since 2004, but averages less than 15 per cent for those over 45. International and local media producers realise this and are creating programmes to target young Afghans. Young Afghans, English says, are becoming more curious about new technologies and are most likely to drive media consumption patterns in the long run.

"Once this new generation sees and hears the images and voices of television, their demand for this media will likely rise. It's unlikely that they will return to the radio of their parents", English concludes.

www.indiatelevision.com

Bhutanese way of participatory communication

The first World Congress on Communication for Development (WCCD) took off in Rome with introspection deep in the minds of development professionals and communication experts, on where does communication stand in the development sector, and whether communication strategies can be given credit for successful development programmes.

Probably one of the answers to the vexed question of what makes for effective communication for development came from the Bhutanese Minister of Agriculture Sangay Ngedup who said: "Effective communication for us has been listening to the people and understanding their problems. The leadership in my country has walked every single inch of the harsh terrain, sat with the people and ate food with them. Getting answers from the people of Bhutan has made for a good

communication strategy".

"The government of Bhutan has come up with a measurement of Gross National Happiness and we have successfully protected our culture as well as our national environment along with meeting our people's needs. In a recent census we found that nearly 97 per cent of the people in the country are happy. It was only three per cent who said that they were not happy", said the Minister.

The WCCD meeting is looking at how Communication for Development contributes to better development effectiveness that can impact the lives of people and communities in a positive way. It also tries to understand if communication for development can be pushed into the mainstream media, an effort that could increase the reach and the impact of development communication.

i4d

Broadcast, telecom wall torn down in South Korea

The South Korean government endorsed a bill establishing an agency to regulate both the broadcasting and telecom fields, despite opposition from civic groups, unionized journalists and opposition parties.

Opponents have contended that the envisioned regulatory body will pose a threat to the independence of broadcasting networks. The bill empowers the President to appoint all five members of the tentatively named Broadcasting and Communication Committee's standing body, although two members will be recommended by civic groups and other related non-governmental organizations. The five members, including its chairman, will be authorized to select the heads of three public broadcasters —KBS, EBS and MBC.

The bill was passed earlier this year and the government plans to submit the controversial bill to the National Assembly after winning President Roh Moo-hyun's approval. However, the bill is likely to stir much controversy at the Assembly as opposition parties, especially the Grand National Party (GNP), have vowed to thwart it.

If approved by the legislature, the agency is

expected to begin work as early as May. The panel would combine both the Korean Broadcasting Commission (KBC) and the Ministry of Information and Communication.

Appointing the station heads has been the responsibility of the KBC, and the President appointed three of nine members of the commission. The Assembly appointed the remaining six. The GNP has claimed the new regulation would infringe upon the freedom of press among the nation's public broadcasters ahead of the December presidential election.

Telecom companies welcomed the long-awaited measure. They hope the new committee will accelerate the introduction of convergence services, such as Internet protocol TV (IPTV), which was delayed due to the turf war between the Ministry and the Commission. Although the combining of the KBC and the MIC would address this issue, the nagging jurisdiction row will continue.

This time around, the Ministry of Culture and Tourism has entered the fray, claiming it has to control all segments of digital content, dubbed the "Holy Grail" of the industry in the future.

Korea Times

Taiwan TV station slams for sensationalized triad's video

A popular Taiwanese cable TV news station was slammed for serving as a publicity tool for triads. One of the reporters admitted helping an armed gangster shoot a video in which the latter threatened to kill a rival.

Eager to score an exclusive, a TVBS reporter and his immediate supervisor had lied that the video clip was delivered anonymously. The clip before alerting the police sparked a huge uproar as it was seen as an open challenge to the rule of law by the triads.

The reporter and his supervisor owned up only after being repeatedly questioned by their editors and the police who also nabbed the gangster.

Observers say the latest scandal is just the tip of the iceberg. Vicious competition among media players has bred a fixation on exclusive and sensational news.

Taiwan's media market is grossly over-saturated, with 56 domestic and 17 foreign providers offering more than 135 satellite channels for a population of 23 million. There are at least seven 24-hour cable

news channels—excluding the free-to-air ones—on the island.

Competition is equally keen for the print media. There are more than 100 newspapers, although only 30 are published regularly.

Observers attribute the problem to a lack of proper planning when the government decided to liberalise the media sector in the 1990s.

"In a very short time, we have swung from a tightly controlled media sector to one which is extremely open. And the rules are not clearly spelt out", said Professor Kuang Chung-hsiang, director of Media Watch, a Taiwanese media watchdog.

Faced with stiff competition, reporters—especially those from cable news—have been forced to work under tight deadlines, leaving them with little time to verify information.

Said Ms Tsuei Li-jie, a journalist with 24-hour cable news channel Formosa TV News, "Reporters should not be made to shoulder all the blame. The media environment is equally guilty".

The Straits Times

2008 Olympics fuels advertisement growth in China

China's advertising spending, having experienced strong growth in 2006, is expected to climb 20 per cent this year and even higher in 2008, driven by next year's Olympics, according to a recent report.

The report, by CTR Market Research, a leading market information provider in China, said companies at home and abroad were adopting advertising strategies with a mix of traditional and new media. CTR said China's advertising expenditure amounted to 36.9 billion US dollars last year, an annual growth of 18 per cent and equal to that of the year before last.

The analysts forecast an increase this year. "China's advertising spending is expected to grow by 20 per cent in 2007", said Tian Tao, vice-president of CTR. "We're extremely optimistic about the domestic advertising market in the next two years leading up to the 2008 Beijing Olympics. And we expect the share of top-100 advertisers will contribute to double-digit growth."

The drinks, financial and banking, post and telecommunication, detergent and auto sectors are the top five in terms of advertising spending growth.

As a result of China opening up the banking industry in late 2006, advertising spending in the financial, investment and banking sectors grew rapidly, with the banking industry alone achieving growth of 36 per cent compared with 2005.

Increasing advertising expenditure has spread across traditional media such as TV, newspapers, magazines, outdoor media and radio. Radio saw the highest growth rate of 24 per cent, and TV still maintains its dominant position with a 76 per cent market share and 18 per cent growth in 2006. The growth of outdoor ads slowed to nine per cent from the previous year's 130 per cent. Newspaper

and magazine ads saw growth of four and ten per cent.

According to TNS Media Intelligence, China, together with the United Kingdom, is now the world's third advertising market after the United States and Japan, and it is the No 1 market in terms of growth of advertising expenditure. US advertising spending grew by 3.8 per cent year-on-year, while Japan and the UK saw negative growth of -0.2 and -1.8 per cent in 2006.

But CTR said there was still room for China's advertising market to develop, as the ratio of advertising spending to China's gross domestic product is 1.4 per cent lower than that of the US at three per cent.

CTR also expected the 2008 Beijing Olympics to propel advertising spending growth until 2009. "The prediction is not unreasonable, and it is based on the good performance during the World Cup and the Doha Asian Games", said Tian.

According to the CTR report, 2006 World Cup advertising on the three appointed CCTV channels from 10 June to 10 July saw spending increase by 36 per cent compared with the same period the previous year.

CCTV and provincial capital city TV channels outperformed average TV media in the growth of advertising spending. "As the 2008 Beijing Olympics approaches, sport events have become more and more popular among advertisers", said Tian.

CTR also said advertisers would turn to a mix of traditional and new media to lure the attention of China's consumers. "New and innovative advertising strategies leveraging various media will be an important new advertising trend in China in the years ahead", said Tian.

China Daily

Sri Lanka bans nude adverts

Sri Lanka banned the use of naked or semi-naked models in advertising, saying it was seeking to protect those offended by public nudity.

The Ministry of Cultural Affairs announced the ban through notices in Sinhalese-language newspapers, warning advertisers against the use of unclothed males or females.

The ministry statement did not say what punishment offenders might face nor if the ban extended to paintings of nudes.

Sri Lanka's fifth-century rock fortress of Sigiriya is known for its frescoes of semi-naked women — some of which have been used in official travel

promotion leaflets.

The notice also did not say whether the ministry would take action against foreign publications containing ads with naked or semi-naked models. Recently one international lingerie brand ran a campaign for Valentine's Day showing scantily-clad female models.

The ministry was not immediately available to comment on the announcement, which came soon after Sri Lanka banned milk powder advertising in a bid to discourage the use of powdered milk and to boost fresh milk consumption.

www.indiantelevision.com

Celebrities a double edged sword in India

They sizzle on the screens with their dance moves, larger than life image and their sex appeal, making them instant icons in this country hungry for celebrity news.

Celebrities have always been in limelight either for reel life or their endorsements or support for causes ranging from AIDS to child welfare and eye donation.

But, with recent Richard Gere and Shilpa Shetty controversy generating publicity rage for the peck than the cause—AIDS awareness—the issue of celebrity involvement has generated a debate.

“No doubt, that celebrities help in getting an issue highlighted. But at the same time, it is also very important to choose the right kind of celebrity for the right cause”, says Anjali Gopalan, Executive Director, NAZ Foundation India, an NGO working for AIDS victims.

Other social activist also seems to agree that celebrities do help in promoting a social issue. “When celebrities or people holding public offices, lend their name and time to a particular NGO, people tend to take it at their face value.

Somehow, a sense of credibility creeps into people’s mind. But then, in the end, its the NGO’s work which should speak for itself”, says T K Mathew, Secretary and Chief Executive, Deepalaya, an NGO working for education and betterment of slum children.

Sources with CRY, one of the largest NGOs in India working for child rights point out that the basic need for celebrities is felt so as to give the project a wider publicity.

“It is like a chicken and egg story. When a celebrity comes into the picture, there is a curiosity element. But then at times, the media focus might just end up on the celebrity alone like in some recent cases”, states an activist from CRY.

The above activist points out that many a time, celebrities do ask for monetary returns. “Yes, some celebrities do charge for lending their name to a particular cause”, he points out while adding that then it is up to the NGO to decide on the ethical aspect of it.

“It is a fact that celebrities help in increasing the visibility of a particular cause and also that many celebrities charge for such activities.

Reshma Ramakrishnan, a social activist who once also headed, Make a Wish Foundation, India and Sesame Workshop India adds, “Not long ago, NGOs had their own bad time when they were accused of siphoning off money meant for social causes. So, they adopted a commercial concept where you bring in a celebrity to speak for you. Visibility and credibility increase and at times the inflow of money for a particular cause increases. But one should also remember that some celebrities really feel for a cause and are deeply involved with various social activities”.

Even psychologists and psychiatrists agree that celebrities do have a huge influence. “There is an inherent curiosity about celebrities. When celebrities speak, people tend to listen and take notice. There is no denying this fact”, states Anita Mahajan, a psychiatrist.

www.dnaindia.com



Public Service Broadcasting in the Age of Globalization

Edited by Indrajit Banerjee & Kalinga Seneviratne
352 pp ISBN 981 4136 01 8 SG\$35 (Asia)/US\$23 (Others)*

This book, *Public Service Broadcasting in the Age of Globalisation*, was inspired by a project AMIC conducted for UNESCO in 2004–5 on Good Practices in Public Service Broadcasting. In the course of researching and compiling material for Good Practices in Public Service Broadcasting, a project AMIC conducted for UNESCO, we welcomed submissions from public service broadcasting (PSB) experts and research scholars from around the world, many of whom were also critically appreciative of PSB. While our earlier work was a good practices sourcebook to encourage public broadcasters to learn from positive experiences in other parts of the world, and perhaps adopt some of these into their own work and management structures, this book takes a more scholarly perspective aimed at creating debate about

the role and function of public service broadcasting at a time that it is facing a variety of threats, not only from governments, but more so from commercialization of broadcasting.

Case studies and experiences of twelve countries are covered, giving a global perspective on the state of public service broadcasting in the age of globalization.

The book is useful for academic purposes, advocacy, generating content or whatever other means by which the principles of public service broadcasting can be maintained, developed and nurtured so that public broadcasting will serve the people and not private purses or power-hungry politicians.

*The price of the publication does not include postage and handling charges.

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PAN Asian Networking Learning Forum (Continued from Pg 2)

decision-making, still remain. Outcomes of these projects included a series of nation-level recommendations for ICT policy with an emphasis on health related activities so as to enhance primary community health-care delivery.

4. Gender Impact

It is necessary to make women feel at ease so that the tool of ICTs can help them to change their disadvantaged conditions. ICT literacy programmes should address the politics of social transformation, with gender issues (in the context of the realities of social stratifications in Asia) at the core. The programme includes hands on skill building exercises in ICT skills as well as conceptual presentations and discussions, cultural activism workshops and field visits.

Policy Studies

There are serious concerns revolving around ICT regulation, digital copyright, harmful content, defamation and misrepresentation online. Some Asian countries have made excellent progress regarding ICT policy formulation at the national level, which allows for promotion of industry as well as citizen concerns. These range from third-party postings on the Net to e-commerce laws.

Environmental Issues

ICT effectiveness in managing natural, technological, human and other source of disasters is unquestionable. It plays an important role in the survival of most natural disasters such as the tsunami, hurricanes ranging from warning citizen alerts to coordinating relief and rescue operations. During the learning forum in-depth discussions took place based on the projects that was done in Asia.

Most of the participants in the Learning Forum felt that the discussions were informative and interactive. Given the programme's significance, it is necessary that the learnings from the key projects are systematically captured, published and disseminated. Learning Forum and the upcoming book is one such exercise undertaken in a participatory manner. This forum has helped in identifying and learning from the experiences of past and ongoing projects. It also helped in the synthesis of the projects and programmes in addition to learning the extent to which the programme has stimulated innovative R&D research in the region.

support them in instilling their skills and knowledge into daily practice. Therefore, these technology-based resources should be made available for teachers and learners anywhere in order to promote ICT based education system through a collaboration of human activity. ICT education would eventually improve employment opportunities of underprivileged youths in the region.

ICTs can make notable contributions in e-learning and education, but the utility of technology for learning must be guided by the principles of human learning and the understanding knowledge and beliefs of educators and learners. Having technology alone does not make great differences either in quality of learning or education in general.

Health Care Issues

ICTs are at the service of the health care sector in a wide range throughout the world. Well-developed countries apply ICTs in various ways to achieve better health outcomes. Therefore, it is essential that developing countries and communities use ICTs to facilitate remote consultation and enhance health centre-information management in order to improve health informatics in the community. Based on these concerns, two project were carried out in Philippines and Indonesia. Although these projects have made great contributions to the community, challenges such as analysis of data and usage of