

### RadioAsia 2008 Conference

## Radio on the move: the quests for new markets, audiences, platforms and technology

The Asian Media Information and Communication Centre (AMIC), the Asia-Pacific Broadcasting Union (ABU) and Singapore Exhibition Services (SES) are pleased to announce *RadioAsia 2008, Radio on the Move: The Quest for New Markets, Audiences, Platforms and Technology*. *RadioAsia*, which is running for its fourth consecutive year, will be held in conjunction with Broadcast Asia 2008 from 16 to 18 June 2008 in Singapore at the Suntec Singapore International Convention and Exhibition Centre.

RadioAsia will bring together leading radio media practitioners, communication specialists, policy makers, and academics from across the Asia Pacific and beyond. Some 40 plus eminent speakers who specialise in various aspects of radio and communications will attend to share their perspectives.

The conference will consist of a half-day of workshops followed by a two and a half day conference where leading radio experts will deliver papers and presentations.

### Objectives

The 2008 conference will cover the wide-ranging field of issues confronting radio, its development and expansion. Radio has survived, and in many cases thrived despite the seemingly endless debate about the medium. Issues of survival while relevant have shifted in scope and nature. The focus has expanded from bread and butter issues such as audiences, advertising and content to platforms (analogue to digital), markets, new technologies, convergence and integration.

Each has breathed new life and challenges for the industry, is unique and has different demands that radio stations have embraced to stay competitive and relevant. Radio's strength has and



Over 200 participants attended RadioAsia 2007 last year. RadioAsia 2008, making its fourth run, will be held in conjunction with BroadcastAsia 2008, an International Media Technology Exhibition and Conference in Singapore from 16-18 June 2008.

continues to be the fact that it does not see new developments as a threat; rather it has adopted, integrated and made these features part of the "seamlessness" of radio making radio available on the move.

While radio has and continues to focus on the local, its spread and reach is now global moving beyond geographic boundaries and limitations of spectrum. Radio has matched the sophistication of listeners by 'upping its service', by always being there, yet discreet and unobtrusive. Tuning in has been facilitated by unique measures that have seen radio become mobile and more than matching the sophistication required of the

Continued on Pg 2

## RadioAsia 2008 (Continued from Pg 1)

medium by its users. With this in mind RadioAsia 2008 sets out to address *Radio on the Move* with a series of panels that will address:

- Parting airwaves: The journey from analogue to the digital 'Promised Land'
- Increased or revised radio services: Regulations governing radio broadcasting
- Health Check: Using research technology to report on radio's health
- Content and advertising generation and monitoring
- Varying programming formats and broadcast platforms
- Content and advertising generation for growth
- Government control of the media and its credibility.
- Content adoption for new media platforms
- New and innovative radio formats executed in new and fresh ways.
- What makes radio competitive and sustainable in the mobile era?
- Capturing Youth listening
- Business models in the digital era
- Coordination in digital audio broadcasting
- Challenges of private FM radio in new markets

Further details on the conference programme and speakers are accessible at [amic.org.sg](http://amic.org.sg)

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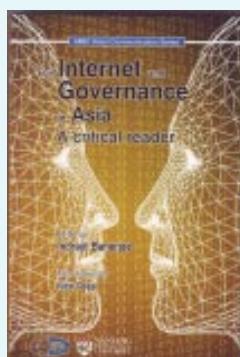
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## The Internet and Governance in Asia: A Critical Reader

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 control of Internet issue remains

A UN-sponsored Internet conference ended in Rio de Janeiro with little to show in closing the issue of US control over how people around the world access e-mail and Web sites.

With no concrete recommendations for action, the only certainty going forward is that any resentment about the American influence will only grow as more users from the developing world come online, changing the face of the global network.

"I think that there are many Third World countries and developing countries and people from Asia and so on who are pressuring for changes", said Augusto Gadelha Viera, coordinator of the Brazilian Internet steering committee and chairman of a closing session on emerging issues at the four-day Internet Governance Forum.

As the conference drew to a close, Russian representative Konstantin Novoderejkin called on the United Nations secretary-general to create a working group to develop "practical steps" for moving Internet governance "under the control of the international community".

At issue is control over Internet domain names, the monikers after the "dot" like "com" and "org" that are crucial for computers to find Web sites and route e-mail.

The domain name system is now controlled by the Internet Corporation for Assigned Names and Numbers (ICANN), a California-based nonprofit over which the US government retains veto power. By controlling the core systems, the United States indirectly influences the way much of the world uses the Internet.

The Internet Governance Forum, the result of a compromise world leaders reached two years ago to try to resolve the issue of US control, has no

decision-making powers. At most those seeking change can use the conference to pressure the United States to cede control.

The United States insists that the existing arrangements ensure the Internet's stability and prevent a country from trying to, say, censor Web sites by pulling entries out of the domain name directories.

Supporters of the current system denounced the Russian proposal. "The Russian proposal seeks to exponentially increase government interference in the ICANN process, introducing a dangerous and destabilizing force into a global Internet addressing system that has been a paragon of stability under the current oversight structure", said Steve DelBianco, executive director of NetChoice, a coalition of high-tech leaders like Time Warner Inc.'s AOL, eBay Inc. and Yahoo Inc.

Brazilian officials, however, called for an independent ICANN and sought more concrete recommendations out of the Forum by the time the last one is held in 2010.

ICANN recently elected its first chairman from outside the United States and started tests on domain names entirely in other languages, something many countries have sought to expand Internet usage among those unfamiliar with English. But ICANN still must craft guidelines on how to assign such names and resolve any conflicts or complaints.

Other issues discussed at the forum included how to provide greater Internet access to the five billion people around the world still offline and how to combat cybercrime like child pornography, identity theft, credit card fraud and terrorism.

*New York Times*

## Major online jam predicted by 2010

The information superhighway could become dogged with data by 2010, forcing broadband users to revert to dial-up modems, said a new study.

The report by United States analyst firm Nemertes Research predicted that unless more than US\$100 billion is invested in the global Internet infrastructure, a level of gridlock would develop that would make it almost impossible to use rich media sites like YouTube.

Nemertes estimated the investment needed to upgrade broadband networks at US\$137 billion globally—double the level planned. The financial investment needed to "bridge the gap" between demand and capacity in the US alone would range from US\$42 billion to US\$55 billion, or 60 per cent more than planned, Nemertes said.

The effects of a gridlock will make life on the

Internet difficult for users. "It may take more than one attempt to confirm an online purchase or it may take longer to download the latest video from YouTube", the report said.

The Internet traffic jam could also stifle innovation. "The next Amazon, Google or YouTube might not arise, not from a lack of user demand but because of insufficient infrastructure preventing applications and companies emerging", the report warned.

The report was part-funded by the Internet Innovation Alliance, which campaigns for universal broadband in the US. "We must take the necessary steps to build out network capacity or potentially face Internet gridlock that could wreak havoc", said its co-chairman Larry Irving.

*DPA*

## Humans will love, marry robots by 2050

An artificial intelligence researcher predicts that robotics will make such dramatic advances in the coming years that humans will be marrying robots by the year 2050.

Robots will become so human-like—having intelligent conversations, displaying emotions and responding to human emotions—that they'll be very much like a new race of people, said David Levy, a British artificial intelligence researcher whose book, *Love and Sex with Robots*, will be released at the end of 2007.

Gone, he says, will be the jerky movements and artificial-sounding voices generally associated with robots. These will be highly human-like machines that people fall in love with, becoming aides, friends and even spouses. It may sound like science fiction, but Levy, who turned his book into an academic PhD dissertation at Maastricht University.

"Robots started out in factories making cars. There was no personal interaction", said Levy, who also is an International Chess Master who has been developing computer chess games for years. "Then people built mail cart robots, and then robotic dogs. Now robots are being made to care for the elderly. In the last 20 years, we've been moving toward robots that have more relationships with humans,

and it will keep growing toward a more emotional relationship, a more loving one and a sexual one."

Levy said the biggest advancement in robotics will come in the form of enabling a robot to carry on an interesting conversation, have self-awareness and emotional capabilities. People will be able to order a customized companion, whether a friend who enjoys the arts or travel or a spouse. "There will be different personalities and different likes and dislikes", he said.

Levy said he sees great social advantages to having robotic companions. People can fill out their group of friends and shy or lonely people can have the companionship they're lacking.

So what do researchers need to get robotics to this advanced level? First, according to Levy, they'll need much more powerful computer hardware that can handle the complex and computational-heavy applications that will be needed to design and run conversational capabilities, along with emotions and more advanced artificial intelligence.

Once the hardware and software needs are in place, Levy said advances in robotics will quickly begin to multiply.

[www.networksasia.net](http://www.networksasia.net)

## Korean-developed WiBro officially adopted

WiBro, Korea's homegrown wireless internet technology, has been officially adopted as one of the international standards for third-generation communications technologies. The International Telecommunication Union, a global technology policymaking group, approved the Korean-developed technology as the sixth standard for 3G communications in a general meeting held in Geneva.

The adoption paves the way for local patent holders as well as manufacturers of WiBro-equipped devices, to expand into the global market, experts said.

"It is a milestone in the history of Korea's telecommunications technology and will help us maintain the frontrunner position in the global race for next-generation mobile technologies", said Song Yoo-jong, a ministry official.

WiBro, referred to as mobile WiMax globally, is fast and long-reaching, and thus has been expected to be a possible replacement for both the cellular phone network and the Wi-Fi wireless Internet network. It is also much faster than Wi-Fi and is able to send and receive signals in fast-moving vehicles. The reach is still shorter than the cellular phone network but still covers a wide area.

WiBro made its commercial global debut when

Korea Telecom (KT), the nation's largest fixed-line telephony and internet operator, and SK Telecom, the largest mobile carrier, launched the cutting-edge service in and around the Seoul area in June 2006.

Samsung Electronics Co. and local manufacturers are racing to roll out devices equipped with WiBro, such as mobile phones and ultra mobile personal computers, hoping that the latest technology will be better received by global customers.

In Japan, KT joined a consortium of ACCA Networks and NTT DoCoMo in the bidding for WiMax licenses to be granted by the Japanese government by the end of 2007. "Given the population and economy of Japan and its five million wireless modem users, the potential is enormous, said Han Hoon of KT.

Around 40 countries, including the United States, Japan and the United Kingdom, are preparing to launch the WiBro service.

Pundits say the adoption of WiBro as one of the leading global 3G technologies will be a boon to Korean telecom firms, as they can use the same worldwide radio frequency as IMT-2000 when providing the service abroad. It is also expected to bring the country US\$68 million in royalties by 2024.

*The Korea Herald*

## Tim Berners-Lee warns of “walled gardens” for mobile Internet

There may be all kinds of technology issues, business plan problems and potential failures to address before the mobile Internet becomes a success. But for Tim Berners-Lee there is really only one issue.

On the opening day of Mobile Internet World in Boston, the man credited with inventing the World Wide Web said that the mobile Internet needs to be fully and completely the Internet. It needs to be free of central control, universal, and embodied in open standards.

“The Web is an open platform on which you build other things”, he said. “That’s how you get this innovation. The Web is universal: you can run it on any hardware, on any operating system, and it can be used by people of different languages”.

The title of his talk was “Escaping the Walled Garden: Growing the Mobile Web with Open Standards”. The “walled garden” is the metaphor that describes today’s cable TV and cellular data networks, where subscribers can only use devices authorized by the carrier, and can only access content and services authorized by the carrier, the exact opposite of the World Wide Web running over the IP-based Internet, which cell phone users access from their home and work PCs.

Berners-Lee is director of the World Wide Web Consortium (W3C), which coordinates the work of its members to create Web standards and guidelines for the Web’s evolution. Two years ago, the group launched the Mobile Web Initiative (MWI) to focus on standards to facilitate access to the Web by handheld devices over wireless connections. The focus of the MWI is to create

standards and best practices for authoring content, and for serving it to and displaying it on any mobile device. Content becomes easily reusable, and can be re-used in ways the original creator could never imagine, he said.

“An open platform means using standards”, Berners-Lee told his audience. “The mobile Internet must use the same standards as the Internet. When you erect a wall around the garden, we know now all the flowers bloom outside the wall, not inside”.

As an example of what not to do, he referred to an obvious reference to Apple’s wildly popular iPod and the company’s online iTunes store. Consumers would have more choice, he suggested, there would be more competition, and more innovation, a kind of virtual circle of Web-inspired and Web-based activity.

The Web itself is undergoing change, Berners-Lee said, as a result of people’s new uses of it. Until recently, the dominant metaphor for the Web was the HTML document. But that’s changing as a result of the rise of social Web sites such as FaceBook and mySpace. Today, users have to create at each site a document that lists their friends or contacts or buddies. “But what’s important is the friends, not the document or Web page”, he said.

Mobile Internet standards coupled with the techniques and standards for the “semantic Web” (a framework for machine-to-machine data sharing) will create a kind of individualized information personality that users can carry with them anywhere and express in different contexts based on the available devices, displays and information needs.

“People have seen the benefits of open platforms”, he said. “They have seen what the open Web is like. There’s a huge understanding of its importance”.

IDG

### Media’s Challenge: Asian Tsunami and Beyond

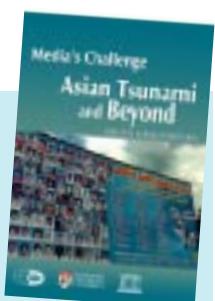
One of the biggest lessons of the tsunami that is unravelling is that the modern journalist can also help to heal communities, rebuild lives, keep families intact and raise funds.

The question of media freedoms is also an important part of this equation. Beyond what journalists can do, there is also the matter of what authorities will allow them to do.

It is in the rehabilitation or healing process that the media face the most challenging task. In many parts of Asia and beyond, the mainstream media has been excessively commercialised. The tsunami became such

a hot media issue around the world, because the dramatic pictures available were very attractive revenue making material for commercial broadcasters, but the rebuilding and healing process does not provide such pictures.

It is in such an environment, that this book examines the challenge journalists face in reporting a process that may not provide dramatic pictures. Focusing more on the print media, many interesting issues dealing with the reconstruction and rehabilitation process are explored, with analysis and commentary on why some stories are not given the exposure they deserve and how these issues may be made newsworthy.



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## Chinese Blogger Conference embraces rise of grassroots media

Media experts and prominent bloggers discussed the issues and influence of citizen journalism in the Chinese blogsphere at the third annual China Blogger Conference held in Beijing on 3–4 November 2007.

One of the most talked about sessions of the conference was a panel about the relationship between blogs and traditional media, moderated by Global Voices Online co-founder and University of Hong Kong journalism professor Rebecca MacKinnon. Joshua Chin wrote in his blog *Chi-infamous* that while the topic may be “old”, it was “still relevant in China, where blogs count as virtually the only independent source of news.”

According to John Kennedy’s live blog of the Conference, blogger Guo Daxia said that traditional Chinese media often report only the views of the government and the people in power, but online publishing allows “interactivity” and provides an outlet for anyone to voice their opinions.

Concerned about bloggers who write anonymously, however, a member of the panel audience questioned whether journalism ethics could be upheld. According to Chin, former TV journalist Bei Feng replied, “The law makes it possible to hold people responsible for what they write online. For that reason, you’re even more

careful about what you publish; your standards are even higher.”

Zola, a panelist and a blogger, suggested that blogging be used as a catalyst for a civil society. After he investigated and wrote in April about a couple who refused to accept a below-market price from a real estate development company, traditional Chinese media outlets and overseas press such as *The New York Times* and *Time magazine’s The China Blog* picked up the story. The issue wasn’t only about a big company’s business practices, but also about the local government’s collusion with businesses in the name of economic growth.

According to a *Washington Post* report, with nationwide media attention, local officials worked to reach a compromise; the developers increased their offer to the couple. *Beijing Youth Daily’s* weekly tabloid, *yWeekend*, celebrated the incident as the “birth of citizen journalism”.

According to David Feng of blognation, Peter Wu pointed out at a different panel that because western media reports focus on China’s crackdown of cyber dissidents and on media censorship, they overlook developments in the blogsphere and underestimate the ability of bloggers to offer differing viewpoints and change Chinese society.

[www.asiamedia.ucla.edu](http://www.asiamedia.ucla.edu)

## India’s posts largest growth in mobile-phone sales

India posted the world’s largest sales of mobile phones to end users in the third quarter, helping the Asian market expand 26 per cent, according to a global survey.

Sales of mobile phones using both CDMA and GSM technologies reached 24.5 million units during the three months ended September in the world’s second-most populous nation, said the survey by market research firm Gartner.

That came out of overall mobile-phone sales of 101.8 million units in the Asia-Pacific region.

“India’s performance was driven by CDMA phones and fierce competition among operators of GSM networks, which stimulated sales of replacement phones and allowed operators to penetrate rural areas quickly”, said Gartner analyst Ann Liang.

The number of Indian mobile phone subscribers passed the 200 million mark in August after another

eight million customers were added that month, according to figures from the Telecom Regulatory Authority of India.

India’s mobile revolution is mainly confined to the cities, but the real prize for phone companies is the vast rural market, where nearly 70 per cent of India’s 1.1 billion population live, analysts say.

The government is aiming for more than half a billion mobile phone subscribers by 2010.

By the end of 2008, three-quarters of India’s population will be covered by a mobile network. Many of these new areas are poor, rural districts with scarce health and education facilities and high illiteracy rates.

Indian sales of mobile phones made up about 8.5 per cent of the worldwide figure of 289 million units, a 15 per cent increase from a year earlier, according to Gartner.

AFP

## Fusion of mobile and Net cultures

The next industry phenomenon is the fusion of mobility and the Internet which has the user at the center. Companies can no longer dictate the direction of future development—they can only provide platforms that will enable mobile life and Internet culture.

Nokia executive vice-president and chief technology officer Tero Ojanperä explained how the next big challenge was to bring new Internet services to those who had never seen the Internet before.

“Putting rich Internet capabilities into more and more mobile phones, making them multimedia computers, helps drive the average selling price up, and creates new platforms to build services on top of the Internet platform. It will enable other people to innovate on top of our platform”, he added.

This has been done before where many people in developing countries often have their first experience of banking through the mobile, and have never seen a credit card before.

Already, mobile education is a big thing in China with English language teaching materials a big business. Another phenomenon is boom-boxing. In London or Cairo, people used to go around with

big stereos on their shoulders and share music with friends. Today, that is being done more with mobile phones.

Nokia has already partnered with Flickr, Yahoo’s photo-sharing Web site and community, so that users of the Nokia N-series can truly point, shoot, upload and share with the community.

Ojanperä explained how Nokia was driving a beta-culture internally. Today, Nokia has set up Alpha Labs, which is a place where anyone in Nokia can post their newest software projects for others to test and discuss. Once a product reaches a level of maturity, it moves on to the Nokia Beta Labs where the general public will have a chance to participate in its testing so that it can gather more feedback.

On the user interface front, the next big thing will be haptics. The phone will be able to sense when it is being shaken or turned, and this will be of great use to future applications.

Nokia has taken the mApache server and ported it to the Symbian platform and made the mobile phone a server. This means that users can store data and host applications on their phone which can be accessed by other devices.

*Bangkok Post*

## Asians to drive Internet evolution

Asians will drive the evolution of contents and applications on the Internet, which is now dominated by English-speaking users, Google vice-president Vinton Cerf.

“The number of people using the Internet will only increase in Asia, so will their languages, culture and contents on the network”, Cerf said in Seoul.

China already has a huge number of users even though it still has a low penetration rate of around twelve percent. North America, which had one time the largest group of Internet users, has now slid to the No. 3 spot, he said.

“The contents will clearly change. And the style of interactions and the way of doing business on the Internet are also going to change because of this influx of new user groups”, the American computer scientist said.

Cerf, who is also vice president of US search giant Google, is widely known as the “founding father” of the Internet for his key technical and managerial role in the creation of the TCP/IP protocol in the 1970s, on which Internet

communication is based.

He was in Seoul to attend the World Knowledge Forum organized by *Maeil Business Newspaper*, a Korean business daily.

Mobile devices will become the main medium for Internet connections and Google is “extremely interested” in creating an open environment for any kinds of mobile communications, he said. Also in the forum, Philip Rosedale, CEO of Linden Lab, said he will unveil a new version of its popular virtual world Second Life, designed specially for Korean Internet users. “Korea, as a global IT powerhouse, is very important for Second Life”, he said.

The US firm has formed a partnership with a local game company T Entertainment to lure more Koreans to Second Life, he announced.

Second Life is a cult virtual world with over 10 million subscribers across the world. About \$1 million worth of economic activity takes place every day in its cyber world.

*The Korea Herald*

## Google's open alliance on mobile targets ad revenue

Google's announcement of a mobile development platform that could radically alter the wireless market is yet another example of the lengths the company will go to keep its advertising business growing.

It is also another awe-inspiring display of the engineering and business resources Google can unleash and of the power it has to influence, disrupt and rearrange markets.

It did it, originally, in the search engine market by building a better mousetrap at a time when finding information on the Web was a thoroughly unsatisfying experience because the incumbents for years had provided substandard services.

Along the way, it found a way to generate loads of advertising revenue, creating the empire that has given it the financial might to march into new markets and at least spooking the existing players. For example, in 2004, Gmail shook up the stale Webmail market. Likewise, it has gone, with various degrees of success, into instant messaging, print and TV advertising, enterprise search, Web analytics and hosted business applications.

In a nutshell, Google announced a free, open-source application development platform called Android for mobile devices with the intention of eclipsing existing operating systems from Microsoft, Symbian, Palm and others.

Android will have a complete set of components, including a Linux-based operating system, middleware stack, customizable user interface and applications. Google envisions that with Android,

developers will flood the mobile market with new applications and online services that can be written once and deployed in many phones, something that, as Google sees it, the current mobile technical fragmentation prevents.

The goal: to radically improve the creation, delivery and provision of mobile online services and applications, in the hopes that as people find the experience more satisfying, their mobile Web and Internet usage will balloon, along with online ad revenue.

Google's Open Handset Alliance is launching with 33 partners on board, including T-Mobile, HTC, Qualcomm, Motorola, eBay, China Mobile, Intel, LG Electronics, NTT DoCoMo, Samsung, Telecom Italia, Telefonica, and Texas Instruments

"Android represents a way around the walled garden of the U.S. carriers", Sterling said. Ultimately, what is propelling Google in this effort is its core advertising business, which the company recognizes it must extend to the mobile market.

A small market today, mobile advertising is expected to attain a significant size in coming years. According to Opus Research, mobile advertising spending in North America and Western Europe will reach a combined US\$5.08 billion by 2012, up from an estimated US\$106.8 million at the end of this year.

Opus Research said that improving the mobile user experience will prompt more people to spend more time using the Internet via their cell phones. This in turn will fuel ad revenue growth.

[www.networksasia.net](http://www.networksasia.net)

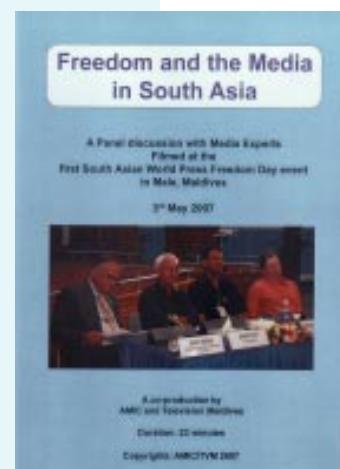
## Freedom and the Media in South Asia

The 23-minute video documentary was filmed during the first South Asian World Press Freedom Day seminar in Male, Maldives in May 2007.

It was moderated by AMIC's Secretary-General Dr Indrajit Banerjee, and the panel includes Javed Jabbar, a former Information Minister of Pakistan and founder of the South Asian Media Association; the well-known Indian investigative journalist Aniruddha Bahal of Tehelka.com fame; the publisher of the *Himal*

magazine in Nepal, Kunda Dixit, who played a prominent role in the recent Nepalese version of people's power; and Andrew Whitehead, who has covered South Asia for the BBC World Service for over a decade.

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## Mobile journalism

Nokia Research Center (NRC) and Reuters will work together on a mobile journalism project that has potential to change the way journalists store news reports when they are on a mission. This mobile application for journalists is the first project to be showcased from a long term research collaboration that has been established between Nokia Research Center and Reuters. The basic idea is a toolkit that journalists need to store and publish news stories from every place on earth.

The mobile journalism application uses the multimedia capabilities already available in existing smartphones and combines these capabilities to produce a toolkit that fits intuitively with the way in which journalists want to use it. Select Reuters journalists around the globe will practice the new mobile journalism software application in their everyday work to edit, combine and store text, photos, sound and recorded video streams, producing and publishing multimedia news stories of full broadcast quality without needing to return to the office or studio.

For the test trial, GPS integrated video-streaming

technology was provided by Comvu. Reuters media has already developed a mobile editorial interface that links the toolkit developed by NRC to the in-house editorial process, allowing stories to be published almost instantly from the field. The Mobile journalism toolkit comprises multimedia capabilities, text editing tools and live video streaming and is accessed using an innovative Nokia user interface. Metadata facilities automatically combine every piece of information the device already has about the context for the story—location, time, date and so on.

“This is a easy to use mobile application for journalists that takes account of the demands placed on journalists in the field”, said Nic Fulton, Chief Scientist of Reuters. “By running this application on mobile devices, rather than on notebook computers, the mobile journalism application enables us to create complete new stories and file them for distribution, without leaving the scene. This saves us time and benefits our readers by ensuring that they receive high quality news that is highly up-to-date”, added Nic Fulton.

[www.letgomobile.org](http://www.letgomobile.org)

## Amazon unveils e-book device

Internet retailer Amazon.com has unveiled an e-book reader that downloads books, magazines and newspapers to readable “electronic paper”, the company said.

The hand-held device called Kindle is about the same size as a paperback but “lighter and thinner” and can store up to 200 items that can be downloaded by a built-in wireless Internet connection.

“We’ve been working on Kindle for more than three years. Our top design objective was for Kindle to disappear in your hands—to get out of the way—so you can enjoy your reading”, said Jeff Bezos, Amazon.com founder and chief executive.

“We also wanted to go beyond the physical book. Kindle is wireless, so whether you’re lying in bed or riding a train, you can think of a book, and have it in less than 60 seconds.”

“No computer is needed—you do your shopping directly from the device.” Amazon says the screen works “using ink, just like books and newspapers, but displays the ink particles electronically. “Because it reflects light like ordinary paper and uses no backlight, it eliminates the eye strain and glare associated with other electronic displays such as computer monitors”, according to Amazon.

Amazon said it is also making some 90,000 books available in its Kindle Store, including over 100

best-sellers for about US\$10 dollars. Kindle customers can download and read the first chapter of most Kindle books for free.

The device, weighing about 300 grams, uses a high-speed data network called EVDO used on many cell phones, so customers will not need a computer or Wi-Fi connection.

Amazon will not charge a subscription fee or for connection time, but customers will pay for books or other content delivered to the device.

The company said the device “uses a high-resolution display technology called electronic paper that provides a sharp black and white screen that is as easy to read as printed paper”.

But said: “No matter how nifty a gadget Jeff Bezos’ company has created, it won’t have the same impact on publishing that Apple’s iPod had on the music business”.

Peter Kafka at Silicon Valley Insider said most books are “stubbornly locked” in paper format so consumers will have to pay extra for digital copies even if they own a hard copy of the book.

Amazon said its Kindle Store will offer subscriptions to major US newspapers and magazines including *The New York Times*, *Wall Street Journal*, *Washington Post*, *Time* and *Fortune*, as well as global publications including *Le Monde*, and *Frankfurter Allgemeine*.

AFP

## Wall Street Journal revamps

News Corporation's US\$5 billion Dow Jones acquisition would be the most important the company has made in the past decade, extending its global reach, according to company chairman and chief executive Rupert Murdoch.

In an interview with *The Australian*, the chairman and chief executive of News Corporation unveiled plans to significantly increase its size and eventually create new joint-venture editions in markets such as India and China.

Mr Murdoch stressed none of his plans would "diminish its existing coverage, which would be strengthened, but we will include more national and international news to broaden its coverage".

In a wide-ranging interview he also stressed his confidence in the future of social networking site MySpace and left open the possibility of buying a free-to-air television network in Australia.

"As long as existing constraints are imposed on pay-TV in Australia, there is a future for network television", he said. "But you certainly wouldn't pay 20 times earnings for something, because the rules could change tomorrow and pay-TV would explode with 200 or 300 channels which would split the audience."

Mr Murdoch said that Australian "network television could do a lot better because the formats are all outdated and the same as they were a decade or so ago".

News Corp, which owns *The Australian* and NEWS.com.au, is expected to formally assume control of Dow Jones in the middle of December 2007. Mr Murdoch said it offered a unique chance to build a bigger audience in the US and around the world.

"The first job would be to improve the paper (*The Wall Street Journal*) in America and its online site WSJ.Com to broaden its coverage", he said.

Then the focus would be on Europe to boost its coverage of local and international news.

The US print editions would be lifted in size by 15 to 20 per cent and the weekend editions eventually by 100 per cent, he said, depending on advertising support.

The subscription fee on the WSJ internet site will be scrapped with the aim of boosting subscriber numbers from around one million to as many as 20 million and boosting advertising revenue to replace the US\$50 million lost in subscription revenues.

*The Australian Financial Review* has made a mistake with its subscription-based model, according to Mr Murdoch, who said "the whole culture of the Internet is to make it free".

Newspapers, he noted, still had a future, with no problem holding audiences at the weekend, but weekdays were a problem. "Young people tend to go to the Internet midweek and news papers are struggling to adjust to the reality that modern lifestyles mean the old days of families fighting over the newspapers at breakfast had changed", he said.

He also rejected concerns that MySpace would die as a fad, noting "social networking is getting bigger and bigger" and while new sites would arrive, the whole phenomenon would continue. MySpace now attracted 300,000 new users a day and the site was leading the market with products such as games, while remaining the only site where music uploads were available.

[www.news.com.au](http://www.news.com.au)

## Traditional media strengthens social cohesion and resilience

The sea of blogs, chatrooms and YouTube videos has led many to predict all doom and gloom for the mainstream media.

But Dr Lee Boon Yang, Minister for Information, Communications and the Arts, Singapore, cast a different light on the battle. He believes the mainstream media (MSM) can stand up to the challenge of new media with what he sees as its "strongest value proposition" to consumers: professionalism and objectivity.

"MSM will have to fall back on the time-tested value of providing timely, reliable and accurate news and reports, as well as insightful and informed analyses in a responsible manner", he said.

Dr Lee was addressing some 100 journalists—both local and foreign—including those who were covering the Asean Summit.

At the same time, he added, the Singapore media

must continue to play its critical role in "strengthening social cohesion and resilience", said Dr Lee: "The Singapore media has a heavy and responsible role in our nation-building effort. Economic viability and social stability are vital for Singapore's continued progress and success.

"In a world where the borders are becoming increasingly porous and foreign influences, good and bad, are carried to our shores by the rising tide, we should not forsake what has worked well for us for the past four decades.

"When we have to grapple with the threat of self-radicalisation resulting from the spread of religious, extremism and terrorism ideology through the Internet, we must not jettison the media's critical role in strengthening social cohesion and resilience."

*The Straits Times*

## Chinese journalist wins Golden Pen of Freedom

Li Changqing, a Chinese journalist who was imprisoned for alerting the public to an outbreak of dengue fever before the authorities, has been awarded the 2008 Golden Pen of Freedom, the annual press freedom prize of the World Association of Newspapers.

It is the second consecutive year that a Chinese journalist has received the award, an unprecedented decision that reflects the repressive conditions for media in China. The 2007 laureate was Shi Tao, the Chinese journalist who was imprisoned after the American search engine company Yahoo provided information to the Chinese authorities that led to his arrest.

“The Chinese authorities have a long history of covering up events they prefer to keep secret, and Mr Li’s courageous decision to report on this outbreak, knowing the possible consequences, is an inspiration to journalists everywhere”, the Board said.

The award comes a day after the World Association of Newspapers (WAN) launched a campaign to win the release of all jailed Chinese journalists.

Mr Li, a reporter and deputy news director of the *Fuzhou Daily* in Fuzhou City, Fujian Province, was sentenced to three years in prison in January 2006, for “fabricating and spreading false

information” after being detained without charges for nearly a year.

Chinese authorities had previously been criticised for suppressing reports, with disastrous consequences, of an outbreak of Severe Acute Respiratory Syndrome, or SARS, that occurred in Guangdong Province in 2002.

Mr Li reported on government corruption and other sensitive social issues before being imprisoned. He was detained in 2005 on suspicion of “inciting subversion of state power”, allegedly for writing in support of whistleblower Huang Jingao, a Communist Party official who publicly denounced corruption among local officials and was imprisoned on corruption charges as a result. Though Mr Li was never charged in that case, he was held for more than 11 months, until he was tried and convicted for reporting on the dengue fever outbreak.

Media outlets are forbidden to promote political reform, cover internal party politics or the inner workings of the government, criticise Beijing’s domestic and international policies, or reporting financial data that the government has not released. Because all stories are potentially subject to pre-publication censorship, many reporters avoid certain topics or otherwise practice self-censorship.

[www.wan-press.org](http://www.wan-press.org)

## Newspapers conference urges paying attention to the young readers

Here’s how to get young people to read newspapers: pay attention to their habits, talk to them about their lives, and invite them to contribute both in print and online.

That is the message that emerged from the 7th World Young Reader Conference, where a fresh approach to attracting young readers was presented by those who have succeeded in getting young people in their products.

“Stop writing surveys about readership, and start watching people. Learn, look around, open your eyes”, said Anne Kirah, Dean of the 180° Academy in Denmark and a cultural anthropologist who has helped Microsoft design its products. “You need to engage in people-driven research and look at their entire lives. Observe people doing activities that define themselves, and are meaningful to them.”

Ms Kirah said she was distrustful of traditional readership questionnaires because “there is a difference between what people say they do and what they actually do. Do you really know how much time you spend on the Internet, or read a newspaper?”

The problem is compounded when studying young readers, or the “digital natives”, since their habits are completely different those of the “digital immigrants”—those who remember the analogue-only world and are the people conducting the studies, and making the decisions at media companies.

The value of the people-driven approach can be seen in two new research projects unveiled at the conference, in which information about young people obtained by observation and focus groups provided insight into how young people use media.

A study for WAN conducted by D-Code of Canada, in which one hundred 14-to-25-year-olds in ten countries participated, found that free newspapers are not taking young readers away from paid-for-titles. “They seem to be driving curiosity in the news and inspiring youth to go deeper into issues”, said Robert Barnard, Founder and Partner of D-Code.

The full study and summaries of all conference presentations can be found at <http://www.wan-press.org/washington>

WAN

## ASEAN launches new media portal

Media content from ten member countries of the Association of South-east Asian Nations (ASEAN) can now be accessed worldwide via two online portals which were launched on November 2007.

Initial plans to create a new website that would contain various media content from the member countries and to revamp an existing ASEAN Web portal was mulled over during the ninth Conference of the ASEAN Ministers Responsible for Information (AMRI) in May 2007. The online portals were launched seven months later by ASEAN Secretary-General Ong Keng Yong.

Hosting new and archived multimedia clips on news, documentaries, heritage and tourism information of its ten member countries, the ASEAN Media Portal ([www.aseanmedia.net](http://www.aseanmedia.net)) provides a window to the rich and diverse cultures of the region. By incorporating a media directory of ASEAN broadcasters and producers, and trailers of commercial media content, the portal also demonstrates ASEAN's collective media capability and doubles up as a gateway to the region's vibrant media industry.

The content from the ASEAN Media Portal is set to enhance its parent ASEAN Culture and Information Portal ([www.aseanculture and information.org](http://www.aseancultureandinformation.org)), which also unveiled a new look.

Secretary-general Ong said: "ASEAN is home to 500 million people with a cultural heritage that encompasses some of the world's oldest civilisations. The ASEAN Culture and Information Portal and the complementary ASEAN Media Portal will profile this rich diversity to the rest of the world, while preserving the region's audio-visual heritage. They also will help to forge a stronger sense of ASEAN identity and reach out to tech-savvy

youths".

The launch of the portals coincided with the celebration of ASEAN's 40th anniversary and is in conjunction with the 13th ASEAN Summit.

Sporting a refreshed user-friendly layout, the ASEAN Culture and Information Portal highlights the initiatives and activities undertaken by the ASEAN Committee on Culture and Information (COCI), housing information on ASEAN traditional festivals, youth programmes, heritage photographs, publications on ASEAN literature and the region's cuisines, as well as news exchange among the national broadcasters in ASEAN.

Adding greater variety to the region's cultural information available online is the extensive repository of media content hosted on the ASEAN Media Portal, which includes audio-visual materials celebrating the evolution of ASEAN and those promoting tourism, heritage and arts in the region. Lending an industry focus to the ASEAN Media Portal is a catalogue of commercial media content across the genres of TV, films, animation and games, as well as a listing of ASEAN broadcasters and producers.

Coordinated by the ASEAN Secretariat, the content on the ASEAN Media Portal is contributed and will be regularly updated by all ASEAN member states.

Said Dr Lee Boon Yang, Singapore's Minister for Information, Communications and the Arts: "The wide array of media content on the ASEAN Media Portal, which ranges from TV and films to games and animation, showcases the region's vibrant media scene and its growing capability, especially in the sphere of interactive digital media.

[www.apb.com.sg](http://www.apb.com.sg)

## Al Jazeera telecast in Singapore

Controversial Middle Eastern news channel Al Jazeera has received permission from the Singapore Government to broadcast in the republic.

The Media Development Authority (MDA) gave the Qatar-based broadcaster the go-ahead, according to company officials.

Al Jazeera has been in discussions with the MDA since early 2007. The channel, known outside the Middle East for its broadcast of video tapes issued by Al-Qaeda chief Osama bin Laden, is

scheduled to hit the airwaves early 2008.

It will be available to subscribers of one of the leading telecom operator, SingTel. Currently, Singaporeans can watch Al Jazeera reports on its English website.

Famed for its unconventional methods of news reporting, the channel is credited with revolutionising the news media industry in the Arab world.

*Straits Times (Singapore)*

## Mobile TV offer opportunities and challenges

There will be 150 million mobile-TV users by 2012, up from 4.4 million today, mostly in Japan and South Korea, according to a projection done by Data Monitor. This means a 66.2% annual growth rate.

Industry analysts are seeing the platform's potential. However, the biggest roadblock to growth, Datamonitor identifies, is the lack of a single worldwide standard for mobile TV.

The industry is moving in quickly on the opportunity. More than 20 mobile-TV trials have been completed worldwide. Countries such as India and Vietnam are already launching commercial mobile-TV services, and more launches are in the pipeline elsewhere.

Nokia is getting the nod in Malaysia where broadcaster MiTV Corporation will use the former's equipment to launch commercial DVB-H service in the second half of the year.

In India, national broadcaster Doordarshan began using Nokia for a DVB-H pilot in early 2007. The trial has been mostly to determine reception quality and other technical issues, officials say.

The business model for mobile TV can be difficult, Frost & Sullivan (F&S) analyst Nagarajan Sampathkumar agrees. "Mobile operators are likely to serve only as a link to customers, and would not be in a position to negotiate for better revenue splits", he explains.

Mobile operators are also likely to have difficulty differentiating their products, leaving customers

susceptible to lower pricing by rivals, Nagarajan says. For their offerings to stand out, operators need to provide exclusive content or add-ons such as better programme guides, he suggests. Many regional operators in the Asia-Pacific are beginning to aggregate specialised content for mobile phones in an effort to be more competitive, the analyst observes.

"Mobile TV presents an opportunity to both increase audience share and create new prime-time hours", said Pawan Gandhi, head of mobile TV for Nokia, Asia-Pacific. This enables content owners to create new markets, allowing the re-use of content on a new distribution platform and at different hours, "bringing additional content-revenue opportunities".

"Nokia, whose system is based on open-standards DVB-H, believes open standard is the key to mobile-TV success. And just as the open GSM standard was key to the rapid growth of mobile phones, the same will be true for mobile TV", says Gandhi. "DVB-H looks set to drive the convergence of broadcast and mobile services in different parts of the world, [although] adoption would differ geographically, as there are many other factors like the availability of spectrum [and] regulatory issues determining the choice of technology."

[www.apb-news.com](http://www.apb-news.com)

## Curbs on media cause economic hardships in Pakistan

Journalists in Pakistan staged demonstrations to denounce the imposition of emergency rule and curbs on the media. Khyber Union of Journalists (KhUJ) president Jan Afzal criticised the forcible stoppage of news and current affairs programmes of private television channels. He also slammed the authorities' act of stopping the cable operators from disseminating the information provided by news channels.

Mr Afzal pointed out that there had been protests against media curbs ever since the imposition of emergency rule in the country. He said hundreds of people working for cable operators had become victims of the ban on TV channels.

He said if the government could not provide jobs to the unemployed youths, why had it deprived them of opportunities in the private sector. Thousands of people, he said, were affiliated to the print and electronic media.

Mr Afzal accused the government of destroying the socio-political fabric of the country by pushing numerous people below the poverty line. According to him, it was the first government which had closed

employment opportunities on its citizens by taking television channels off the air in order to conceal its wrongdoing.

Criticising enforcement of the Pakistan Press and Publications Ordinance and the newly-amended Pemra Ordinance, press club president M Riaz said the government had banned news and current affairs programmes of private television channels, but it had allowed transmission of what he called substandard Indian channels. He urged the government to withdraw its draconian laws, meant to regulate the print and electronic media.

Rejecting the government's stance on the role of media, KhUJ general-secretary Nasir Hussain said the Pakistan Federal Union of Journalists had been calling for constituting an independent press commission to frame rules for television channels and work as a watchdog, but the government had not met the demand.

He said honest and professional journalists affiliated with the print and electronic media could play an important role in giving a constructive direction to the media industry.

*Dawn*

## World's first TV-quality online network launches

The world's first TV-quality online television network went on display at the MIPCOM audiovisual trade show offering legal, free entertainment and raising questions about what this will mean for the massive TV business.

The network, Joost, launched in October, offers legal rather than pirated entertainment for free. "The Internet will start off showing traditional entertainment but eventually users and content creators will use the capabilities of the Internet to create some amazing entertainment", said Mike Volpi, who heads up Joost.

Many mighty Internet operators, such as AOL, MSN and Yahoo are investing heavily in making their own TV shows.

Media giant News Corp has spent a fortune buying into massively popular Internet social networking site MySpace, and has launched MySpace TV, which will be available in over 12 countries.

Telecommunications companies around the world are also investing in IPTV television packages packed with satellite TV shows, as well as video-on-demand that customers can watch on their sitting room TV sets, and pay for in their telephone bill.

The TV and digital media industries are right to

be concerned, experts said at MIPCOM, as no one really knows how the current explosion of new ways to watch and interact with television will evolve.

Volpi said over two million users had already downloaded the Joost application needed to use the fledgling TV service, which has been recording more than 100,000 downloads a day since it started on 1 October 2007.

In the US, TV fans were opting for comedy and sci-fi, while in Latin America, and Brazil in particular, music videos were tops. Europeans were going for full-length feature films.

Volpi said Joost aimed to remain a free service funded by advertisements and hoped to attract more creative, interactive ads. As to content, he said users could look forward in the future to big-branded TV series as well as a vast library of older TV shows along with the mass of user-generated content on services like YouTube.

Joost would get a huge boost if Volpi succeeds in persuading major TV channels to put crowd-pulling shows such as *CSI* and *Survivor* and major sports events like major league baseball.

BBC Worldwide digital media head Simon Danner said its popular motoring show "Top Gear" made a big hit on Yahoo!Japan after it failed to get a spot for the show on Japanese television.

APB

## Thailand's public TV station under revamp

A temporary policy board is being set up to handle the transformation of the embattled TITV into Thailand's first public TV station, said PM's Office Minister Dhipavadee Meksawan. Khunying Dhipavadee, who oversees the establishment of the Thai Public Broadcasting Service (TPBS), said the qualifications of the five-member board members were being drawn up.

The board members were supposed to be free from politics and not hold other positions in state agencies. They should also be experts in the fields of media, laws, and finance in order to help during the transition, she said.

The board had a six-month timeframe to work on the TPBS' policy and administrative work. The permanent policy board would take over its work afterwards, Khunying Dhipavadee said.

Concerned parties have pinned high hopes on the new station and kept a close watch on its formation for fear that any false steps will make the much-anticipated public TV station end up mired in problems.

"The process of seeking the National Legislative Assembly's (NLA) endorsement of the law to transform TITV into a public television

broadcaster was tough, but the steps from now on was tougher", said Somchai Swangkarn, an NLA member, who helped push for passage of the law.

The NLA on 31 October 2007 "endorsed the Bill aimed at setting up the country's first public TV station free from political and business interferences to educate people and promote the participatory process under democratic principles. The move, however, has worried TITV staff who are in doubt over management policy and fear losing their jobs.

"It [the public TV] might not look as ideal as we wanted during the beginning, but we will try to make it as smooth as possible", he said.

Rachada Phosrithong, a representative of the newly set-up family volunteers to monitor the media group, said the public TV station would help improve media practices in the country.

She said the media had been heavily influenced by its sponsors and, as a result, it was not free enough to provide useful information to the public. The station should devote prime time to family-based programmes as parents now work hard and do not have time to watch TV together with their children.

Bangkok Post

## MPA sets up region's first anti-piracy centre

The Motion Picture Association (MPA), with support from the Media Development Authority of Singapore (MDA), has officially launched the Asia-Pacific region's first Centre for Content Protection (CCP).

The centre aims to expand consumer viewing choices by promoting technological measures that permit secure distribution of DTV; educate the public on the "digital transition"; and support technical solutions for legal downloads, home networking and remote access.

The CCP will also focus on anti-piracy technological solutions whereby members within the organisation can network and share knowledge on content protection, and expand outreach programmes in the region.

Mike Ellis, senior vice-president and regional director of the MPA Asia Pacific, said: "MPA is proud to initiate the Centre for Content Protection as we believe that one of the key solutions to addressing consumer needs is by forging partnerships between business, the public sector and civil society to create a sustainable environment for creative content to flourish.

"In 2006, the MPA's operations in the Asia-Pacific investigated more than 30,000 cases of piracy and assisted law-enforcement officials in conducting nearly 12,400 raids.

The MPA represents the interests of major

motion-picture companies in the global marketplace. On behalf of its member companies, the organisation conducts investigations around the world, assists with the criminal and civil litigation generated by such cases, and conducts educational outreach programmes to teach movie fans around the world about the harmful effects of piracy.

The MPA directs its worldwide anti-piracy operations from its headquarters in Los Angeles, California, USA, and has regional offices in Brussels (covering Europe, Middle East and Africa), São Paulo (Latin America), Montreal (Canada) and, now, Singapore (the Asia-Pacific).

The MPA said its anti-piracy activities have helped to transform entire markets from pirate to legitimate, benefiting video distributors, retailers, and foreign and local film-makers alike.

Some of the forms of illegal content distribution MPA focuses on are:

- Bootlegging: Obtaining movies by either purchasing an illegally copied VHS/DVD/VCD or acquiring hard copies of bootleg movies.
- Illegal copying: Making illegal copies for self or receiving illegal copies from friends of a legitimate VHS/DVD/VCD.
- Internet piracy: Obtaining movies by either downloading them from the Internet without paying or acquiring hard copies of illegally downloaded movies from friends or family.

APB

## Digital radio coming to your mobile phone

Australian commercial radio broadcasters have unveiled a digital radio-enabled mobile phone at an industry conference in Melbourne.

The phone uses a software application that can receive digital radio broadcasts, along with images such as track details, news headlines, weather images and competitions.

Digital radio broadcasters could use the technology for a range of interactive services such as competitions, music charts, shopping, voting and user-generated content, as well as revenue opportunities through special offers and electronic coupons.

"Australian radio broadcasters are committed to getting digital radio and its exciting multimedia features into mobile phones. By working with (UK-based) The Technology Partnership and All In Media, we'll now be able to demonstrate some of the exciting possibilities that digital radio is capable of bringing to handsets when digital radio is officially launched", Commercial Radio Australia chief executive officer Joan Warner said.

Ms Warner said Commercial Radio Australia had taken delivery of a number of the phones and would be seeking meetings with the major telecommunication carriers to discuss the opportunities.

The federal government has set an official start date of 1 January 2009 for digital radio in Australia, which will allow radio stations to broadcast multiple channels, along with images and data.

Digital radio is currently available in a number of countries, including the United Kingdom, which use the Digital Audio Broadcasting (DAB) format. Australian broadcasters have elected to use an improved version known as DAB+, which provides clearer audio.

A limited DAB+ test channel was switched on in Sydney in July, however, no commercial DAB+ tuners are available for sale. A consumer trial of the service is planned next year.

A number of manufacturers have indicated they will have DAB+ products ready for sale before the end of 2007.

[www.cnet.com.au](http://www.cnet.com.au)

## Mobile-TV trials reveal consumers' preferences

In Australia, the biggest surprise about mobile-TV trials using DVB-H is not that the technology works—it does—but how the service is used by consumers, according to a report in the Asia-Pacific Broadcasting.

“The main surprise is how people use mobile TV”, says Martin Farrimond, general manager of mobile TV for Broadcast Australia, which completed the third stage of its mobile-TV trial last month. “It’s not just a mobility service [to them]. They use it as the second or third TV in the house like their own personal TV. I think it just reflects the changing way that people consume media.”

Broadcast Australia’s latest trial has indicated that the average session of watching DVB-H TV could last up to 30 minutes, with the average consumer enjoying two or three sessions a day. However, the actual usage varies widely by customer. “It’s not just something that they watch while commuting”, Farrimond says. “They watch it at all stages of the day—while they are travelling ... in the office or at home.”

Meanwhile, a big part of Broadcast Australia’s multi-stage trial was to determine what equipment would work best for mobile TV. Following its initial experiment with the concept of mobile TV in general, the station explored it further using Nokia equipment in the second stage. The third phase of the trial was based largely on equipment from Grass Valley, with an Irdeto security system and Samsung SGH-P930 handsets. Participants in the trial had access to three Australian public TV stations, plus TV channels CNN and Boomerang. Another mobile-TV standard—Qualcomm’s MediaFLO—is being

considered by the broadcaster, although there are no immediate plans for a trial.

Noting that Nokia’s advantages come mainly from its background in telecommunications and wireless, Farrimond reckons the company is “arguably” better at handling cross-media content, instead of just pure broadcast TV, and may have an edge in handling roaming. In contrast, he observes, Grass Valley has its strengths as a broadcast-equipment maker, and both broadcasters and content providers seem more comfortable with it.

Many of the current trials assess consumer reaction as well. Broadcast Australia’s Farrimond says one of the big issues to be worked out is the business plan for mobile TV. One thing that appears clear from these trials is that customers are willing to pay the equivalent of A\$10 per month for mobile TV, and maybe up to A\$20 if the content is particularly appealing. But if building the mobile-TV network and buying the programming generate costs that require higher subscriber fees, there will be consumer resistance.

“The cost of rolling out a mobile-TV network depends on what you are trying to deliver in terms of coverage and quality of service”, Farrimond says. “It’s a balancing trick to get the consumer proposition right.”

Australian consumers have reacted well to mobile TV, with 80 per cent liking the service and total TV-viewing time increasing significantly. Peak mobile-TV viewing hours, unlike for traditional TV, are in the morning, at lunch time and in the late afternoon.

[www.apb-news.com](http://www.apb-news.com)

## Pay-TV piracy down

The number of pirates dropped from last year’s 6,900 to 4,800 this year—a drop of more than 30 per cent, according to a study by the Cable and Satellite Broadcasting Association of Asia (Casbaa) and Standard Chartered Bank. The number was 10,000 in 2004.

Singapore bucks the trend among the twelve economies surveyed in the region, which is losing a sobering US\$1.54 billion to piracy. This is up from US\$1.13 billion last year.

Piracy has been kept under a tight lid in Singapore because of tough laws, according to the report. Anyone who sells or uses unauthorised decoder boxes here can be fined up to SG\$400,000 and jailed for up to three years, or both.

Casbaa chief executive officer Simon Davies warned that the problem may just morph and go online as illegal video websites become more common. Many of these sites, which broadcast live

football matches online, were not factored into the survey conducted earlier this year.

“In reality, the figures could be higher because of online piracy”, Mr Davies told *The Straits Times*. Calling for tougher government action, he noted: “The market is growing fast, but piracy is growing too”.

In India alone, US\$985 million is being lost to piracy this year, up 44 per cent from last year.

In Thailand, 1.3 million pay-TV pirates tune in illegally, more than double the number of legitimate subscribers. The loss: US\$180 million

But there was good news from Vietnam, which had the worst piracy rate last year with 15 illegal subscribers for every legitimate one. From US\$38 million in 2006, losses have been reduced to US\$10 million because a pay-TV operator was stopped from showing pirated international channels.

*The Straits Times*

## Major newspapers opt for free access, ad-funded models

Rupert Murdoch has a history of shaking up the newspaper industry. Following the announcement of the purchase of Dow Jones by News Corp in August 2007, he outlined a desire to expand *The Wall Street Journal* website and to increase subscribers to the online edition more than tenfold by scrapping its subscription model.

The WSJ.com was a trailblazer in paid-for content, and is one of the few newspaper sites to operate profitably with such a model. Newspaper sites are yet to prove big money-spinners, with almost all UK online editions bringing in less than one-tenth of total revenues, according to *The Economist*; advertising is the main source of revenue for most. However, *The Wall Street Journal* is not alone in reconsidering subscriptions.

In September 2007, nytimes.com dumped paid-for content, and moved closer to a free-access model. FT.com offered greater free access to its site soon after. It all signals the potential death of the subscription model, and an attendant increase in opportunities for advertisers and sponsors.

Vivian Schiller, senior vice-president and

general manager at nytimes.com, points out that the way users reach content has evolved. When *The New York Times* launched a paid-for service called *TimesSelect* in 2005, most traffic came from international sources. The service had 225,000 paying subscribers representing £5 million a year. Explaining the sudden change, Schiller says: "Users are most likely to find content through search. In tandem with that, our search engine optimisation has improved dramatically". These combined forces have seen the total audience grow by 133 per cent over the past two years.

FT.com publisher and managing editor Ien Cheng refutes any suggestion that the decision to offer more free access was influenced by Murdoch. "We want to grow advertising and subscription faster and in a more sustainable way", he says.

The latest Internet Advertising Bureau (IAB) data shows that in the first half of 2007 online ad spend rose 41.3 per cent, to more than £1.3 billion. Setting online newspapers in the context of a booming online ad industry makes a strong case for ad-funded models.

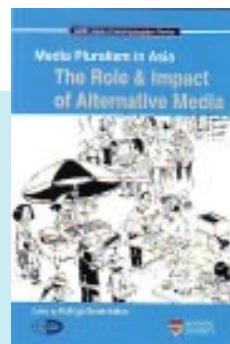
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### Media Pluralism in Asia The Role and Impact of Alternative Media

Edited by Kalinga Seneviratne  
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This book is the result of a research project covering eight countries in South and South East Asia examining the role and impact of alternative media. The definition of alternative media depends very much on the political, social, cultural and economic environment you live in. Thus, this book gives the reader an idea of the diversity of alternative media sources available across Asia, which is very much a result of the different media regulatory regimes in the countries we have included in this study.

While Bangladesh has had alternative media, in the form of community theatre and other artistic expressions for a long time, yet, community radio is slow to take off, because



the regulations still do not allow it. Meanwhile in Indonesia and Thailand, community radio has taken off rapidly, with regulators struggling to come up with a formula to help regulate the sector while not shutting it down. In the Philippine community radio has existed legally for many years and is thriving, thus, there may be lessons others can learn from this experience. In Malaysia, where legislation tightly controls the establishment of media outlets, there are yet, some interesting examples of how alternative media could be effectively operated via the Internet. Sri Lanka, offers an interesting model where elements of community broadcasting could exist within a public service broadcaster.

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## A new definition of marketing replaces brevity with verbosity

The Chartered Institute of Marketing's (CIM) has unveiled a new definition of marketing to replace one that has served for more than 30 years.

The CIM wants to replace the current definition, created in 1976, with the lengthier version it unveiled. The current CIM definition of marketing is: "The management process responsible for identifying, anticipating and satisfying customer requirements profitably."

The new one is: "The strategic business function that creates value by stimulating, facilitating and fulfilling customer demand. It does this by building brands, nurturing innovation, developing relationships, creating good customer service and communicating benefits. By operating customer-centrally, marketing brings positive return on investment, satisfies shareholders and stakeholders from business and the community, and contributes to positive behavioural change and a sustainable business future".

In support of the change, the CIM has put together "Tomorrow's Word: Re-evaluating the Role of Marketing", a 3000-word treatise outlining the problems of the current definition and solutions.

The paper acknowledges that the world has changed significantly since the drafting of that single sentence back in the 70s. In the pre-Internet, pre-globalisation age, marketing was much easier as there were fewer channels to market and less of

a focus on relationships or service marketing.

Disaffection with rampant commercialisation and capitalism is highlighted as a challenge, as consumers increasingly consider marketing as a pejorative term associated with the process of making people buy things that they neither need nor want.

Commentators question how the wording deals with marketing as both a function and a process. Mark Ritson, associate professor at Melbourne Business School, says: "In the age of clutter and demising attention spans it is questionable whether progress is really made by going from twelve words to 60 words. Emeritus professor of management and marketing Patrick Barwise criticises both versions for failing to make the distinction between marketing as a function and its role as the voice of the customer through the organisation.

Ritson calls for the CIM to draw inspiration from the US, reasoning that whether the British like it or not, the Americans invented marketing.

The definition from the American Marketing Association (AMA), the US equivalent to the CIM, reads: "Marketing is an organisational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organisation and its stakeholders."

*economictimes.indiatimes.com*

## National ad jingle in a tussle

Malaysia's state broadcaster has cut back on Indonesian songs on its airwaves and urged private broadcasters to follow suit, an official said following a row over ownership of a folk song. The ruling by the Information Ministry came as the two states bickered over a folk song that many Indonesians say belongs to their country but used by Malaysia in its tourism campaign.

The issue over the song, *Rasa Sayang* (Feeling of Love), is threatening to turn into a diplomatic spat between the neighbouring nations, which share religious and cultural ties.

A Malaysian information ministry official said the Government had told private radio stations not to be obsessed with airing of Indonesian songs on their airwaves.

"The frequency of airing the Indonesian songs is threatening the songs of our artistes", the official said, quoting his minister, Zainuddin Maidin.

"We regret Indonesia is not giving the same treatment to Malaysian artistes", he added.

Indonesian Tourism Minister Jero Wacik has said he and several experts were trying to gather proof that *Rasa Sayang* belonged to Indonesia, and would protest if there was evidence.

Malaysian Culture Minister Rais Yatim, joining in the fray, said Indonesia would not be able to prove it. "But if Indonesia wants to pursue the matter, it will face a dead end and will also affect Malaysia-Indonesia ties", news agency Bernama quoted him as saying.

Indonesians believe the song originated from the eastern islands of Maluku, as the lyrics of the Indonesian version suggest. "There's no need to claim and counter-claim. This folk song had existed even before we were born. There's no need to make a fuss of it", State Secretary Hatta Rajasa said.

Resentment against Malaysia sometimes spills over, often tied to reports of abuse of Indonesian maids or the treatment of the many other Indonesian workers in the country.

*www.News.com.au*

## India, the new global hub for advertising campaign

The list of multinational companies that have chosen India as its global advertising operations, has grown considerably in recent times.

Last year, BT awarded a US\$1-million contract to Tribal DDB India to manage a global online assignment, while Nissan, McDonald's, Coca-Cola, Motorola and Johnson & Johnson have all begun to create work for other markets out of their Indian agencies. Likewise, PC-maker Lenovo has opted for Bangalore in handling its regional advertising operations.

Arvind Sharma, the chief executive of Leo Burnett India, which developed a regional value programme for McDonald's last year, says that two trends are at play.

The first, illustrated by the McDonald's campaign, sees ideas developed in India being exported to other markets; the second—and perhaps more significant—occurs when a multinational company decides to base multi-market activity out of the country, such as another Burnett client, Procter & Gamble's Tide brand.

"If you look at Unilever and P&G ... there are lots of India in their global system. Clients will go wherever the work can be done well and done economically."

From a creative perspective, India can be an attractive destination. Its creatives are comfortable with English, and are also experienced in developing ideas that can run across the dizzying array of

languages that are spoken in the country. India's emergence can be traced back to the 1992 decision by the then finance minister, and the current Prime Minister, Manmohan Singh, to finally open up the country's economy.

"For a very long time, it was an unimportant market for everybody from a revenue perspective", D Sriram, the Starcom Asia-Pacific chief executive, says.

The rapid influx of everything international has profoundly altered the country's economic terrain. Advani notes that Lenovo's selection of India stemmed from an earlier decision to launch its first consumer products range in the country.

Reviewing India's creative output over the past few years, it is difficult to disagree. A good example of this trend is Happydent campaign from McCann Erickson, which wowed local audiences and awards-show juries alike.

Observers agree that, eventually, the dynamic will bring benefits for India's advertising industry, in the same way agencies from more mature markets have piggybacked on the global aspirations of their local corporations.

Or it may be India's "soft power" that becomes its most successful export. "The culture has the potential to define the culture of the world", the McCann Erickson South-East Asia executive creative director, Prasoon Joshi, says.

*economictimes.indiatimes.com*

## Scientific group slams shoddy science in ads

When biologist Harriet Ball noticed that a popular vitamin B-enriched yogurt made by Nestle promised to "optimise the release of energy", she queried the company about its claims and found they had no evidence to support it.

Ms Ball belongs to a group of more than two dozen British scientists who became so fed up with advertisers' seemingly bogus claims that they started a campaign to debunk bad science.

The group, Voice of Young Scientists, published a report chronicling their encounters with eleven companies. It found that none of the companies investigated had proof to support their assertions. Product ranged from a cleanser purported to wipe the body clean of parasites to Himalayan salt lamps that supposedly relieve asthma.

Ms Alice Tuff, coordinator of the group, said that they were not intentionally trying to show up the companies. "All we wanted to do was track down the evidence", she said.

The scientists are worried that advertisers are increasingly employing technical-sounding language to hoodwink consumers, while in some cases their pseudo-science has caused alarm about supposed health threats, with no supporting data.

In the Clarins case documented by the group, Britain's Advertising Standards authority ruled that the French cosmetics company had needlessly worried people about the dangers of electromagnetic radiation waves in marketing their "Expertise 3P spray".

Clarins claimed their spray protected skin against pollution and the effects of artificial electromagnetic waves. The advertising authority judged that Clarins had not proven that electromagnetic waves could damage skin in the first place.

Voice of Young Scientists is part of Sense About Science, a charity that promotes better understanding of science in the general public.

*Associated Press*

## YouTube offers advertising platform

Google is aiming to lure brand advertisers with the launch of a local offering on its YouTube home page and brand channel platforms.

Rebecca Kuei, head of sales for Google Hong Kong and Taiwan, said that advertisers could use YouTube advertising as a tactical tool for their existing brands to revive, reposition, introduce a new line of product or reach out to a new set of audience.

However, Kuei insisted that Google was not asking marketers to give up advertising on traditional media, but rather to use Google as part

of an integrated platform.

For brand channel advertising on YouTube, Kuei said it was a platform that allow marketers to “create time with the audience” and to focus their resources on making their products well as well as to create their messages in clever and creative ways.

She explained that one of the key features for YouTube homepage advertising allows real time feedback from users that would enable marketers to adjust and optimise their investment.

[www.marketing-interactive.com](http://www.marketing-interactive.com)

## Ads banners get a second life

Not sure what to do with your banners when the outdoor campaign ends? Boutique agency The 091 Estudio has partnered with World Wildlife Fund to launch the Eco Couture project where banners are recycled into bags that are sold to young, eco-conscious yet fashionable consumers.

Javier Serrano, creative director for The 091 Estudio, said Hong Kong marketers widely use vinyl for outdoor ad banners that would usually last only for a fortnight to a few months and then disposed in landfills contributing to waste.

Appealing to marketers as well as agency executives, Serrano said that the shelf life for ad banners could now be extended by being recycled into trendy bags that would contribute to “eco-friendly advertising”.

“Using recycled or second-hand raw materials also brings a fresh economic opportunity to young design firms who wouldn’t frequently have the budget to produce this sort of limited edition collection,” Olivier Valentin, business development for the 091 said.

He added: “Also we use re-used materials to develop prototypes for clients, making our design process more affordable for them too. Our intention is not to point fingers, but to be constructive and bring ideas to the table of sustainable economy.” Companies such as CMP Asia and Canon are already donors for this project and the agency hopes to lure more marketers to do their part for the environment.

[www.marketing-interactive.com](http://www.marketing-interactive.com)

## McDonald's ad as the most manipulative on TV

The Spongebob Squarepants Happy Meal ad was named the winner of the Pester Power Award at the third annual Children's TV Food Advertising Awards in Melbourne.

The award recognises the most manipulative food ad on television and is voted on by the 2900 members of the Parents Jury, a web-based forum for parents to voice their views and advocate for the improvement of children's food and physical activity environments.

Professor Boyd Swinburn from Deakin University said the result clearly highlighted the continuing frustrations parents had about toys being used as marketing gimmicks for unhealthy foods.

“The message is loud and clear. Parents are fed up having to contend with McDonald's enticing

their children to want its food by using free toy giveaways,” he said.

The award also comes as the restaurant chain attempts to win over parents with its range of healthy fast food options, including pasta.

Meanwhile, Woolworths won the Parents Choice award for its Fresh Fruit Kids ad, which promotes healthy food.

The Smoke and Mirrors Award went to the Kellogg's Coco Pops Coco Rocks ad for being the most misleading.

Parents Jury members criticised the ad for giving the impression it is a healthy choice for their children. Prof Swinburn said food and drink companies often used clever wording and phrases in their ads to make their product sound healthier than it actually was.

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