

Asia Talks: A Lecture Series

The soft power of India

What makes a country a world leader? Is it population, in which case India is on course to top the charts, overtaking China as the world's most populous country by 2050? Is it military strength or nuclear capacity? Is it economic development? Or is it cultural products and ideas?

These questions were posed by Dr Shashi Tharoor who was delivering his inaugural lecture on 24 February 2008 at Nanyang Technological University, Singapore. His address, *The Soft Power of India*, is the first in the lecture series of "Asia Talks" featuring eminent Asian experts, and it is jointly organized by AMIC, the Wee Kim Wee School of Communication and Information, and the S Rajaratnam School of International Studies, Nanyang Technological University.

In his introductory address, Prof Tommy Koh, Ambassador-at-Large, Ministry of Foreign Affairs, Singapore, felt that "it is time for Asia to develop soft power. It is not enough for Asia to acquire economic, financial power, we should acquire cultural, intellectual and creative power.... We need Asian thinkers to articulate our perspectives in a way that would be comfortable to the West".

The soft power of a country, according to Harvard's Prof Joseph Nye, "rests primarily on three resources: its culture (in places where it is attractive to others), its political values (when it lives up to them at home and abroad), and its foreign policies (when they are seen as legitimate and having moral authority)".

Dr Tharoor drew on India's civilizational assets — its diversity in religious and cultural practices, its ethnicities, its largest exercise of democracy and its popular culture — as the hallmarks to portray its unique standing in the 21st century.

Dr Tharoor gave numerous instances of India wielding its soft power. They range from the impact of India's religious and cultural heritage on the surrounding countries over the centuries, the spread and adoption of Indian's art, classical music, cuisine



to popular culture on the contemporary world.

Besides its material accomplishments, he added that even more important are the values and principles for which India stands. "After all, Mahatma Gandhi won us our independence through the use of soft power—because non-violence and *satyagraha* were indeed classic uses of soft power before the term was even coined."

Quoting the British historian, EP Thomson, he added that "all the convergent influences on the world run through this society". "The Indian mind has been shaped by remarkably diverse forces, ancient Hindu tradition, myth and scripture, the impact of Islam and Christianity, the British, and the result is unique because many observers have been surprised by India's survival as a pluralist state."

But India leveraging on its soft power, must also look within. "We must ensure that we do enough to keep our people healthy, well-fed and secure, not just from jihadi terrorism but from the daily terror of poverty, hunger and ill health".

"If we want to be a source of attraction to others, it is not enough to attend to these basic needs. We must preserve the precious pluralism that is such a civilisational asset in our globalizing world."

Dr Shashi Tharoor delivering his inaugural lecture, "Soft Power of India" in Singapore. (L-R): Prof C Raja Mohan, Coordinator of the South Asia Programme, S Rajaratnam School of International Studies, NTU, Singapore, Prof Tommy Koh, Ambassador-at-Large, Ministry of Foreign Affairs, Singapore, and Dr Indrajit Banerjee, Secretary-General, AMIC.

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17th AMIC Annual Conference
14-17 July 2008
Manila



Radio on the Move: The Quest for New Markets, Audiences, Platforms and Technology

16 – 18 June, 2008

An annual conference

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.

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

This year's 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 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 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 will be sent shortly.

Venue

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Asian Media Information and
Communication Centre



Asia-Pacific Broadcasting Union



Singapore Exhibition Services Pte Ltd

17th AMIC Annual Conference**Conference Announcement and Call for Papers****Changing Media, Changing Societies:
Media and the Millennium Development Goals****July 14–17, 2008, Manila, Philippines**

The Asian Media Information and Communication Centre is pleased to announce its 17th Annual International Conference, which will be held in Manila, Philippines from the 14–17 July 2008. AMIC will be organizing this conference in partnership with the Philippine Association of Communication Educators Foundation (PACE). This conference is open to academics, media industry professionals, government agencies, policymakers, regulators, UN agencies, donors, research groups, civil society organizations, independent consultants and students.

The theme of the 17th Annual Conference is **“Changing Media, Changing Societies: Media and the Millennium Development Goals”**. The key focus of this conference will be to see how an active and vibrant media can help in achieving the Millennium Development Goals (MDGs). The MDGs are a set of eight shared goals, responding to the world’s main development challenges, which both developed nations as well as less developed nations hope to achieve by 2015. The year 2008 will be around the half-time mark to the deadline year of 2015, at which point the eight MDGs should have been reached.

Today’s media shapes public opinion, which in turn shapes an individual’s perception of the world. Today not only are the traditional sources of media being used, but there is an increasing emphasis and shift towards new media sources like the Internet, mobile phones, podcasts and blogging. How have these media helped in the achievement of the MDGs? Has knowledge sharing helped developing countries develop effective strategies to address and reach the MDGs? These are some of the questions that the conference aims to address.

AMIC’s key event is the flagship annual conference, hosted in rotation by countries across the Asia-Pacific region. Recent annual conferences have been held in *Singapore* (2007), *Penang, Malaysia* (2006), *Beijing, PR China* (2005), *Bangkok, Thailand* (2004),

Singapore (2003), *Perth, Australia* (2002) and *Manila, Philippines* (2001). The AMIC annual conference is the premier event on Asian media and attracts eminent international speakers and participants from the media industry and academia. It features high-profile keynote addresses, plenary sessions and several parallel track sessions. Networking events, cultural programmes, media visits and sightseeing events are also held in conjunction with the annual conference.

Themes & Topics

For the 17th AMIC annual conference, papers are invited on the following themes and topics:

- Media and the MDGs
- Media and Youth
- Media, Conflict and Crises
- New Media and Digital Technology
- Media and Development
- Media Law and Regulation
- Media and Gender
- Media, Democracy and Human Rights
- Alternative and Community Media
- Media and Culture
- Asian Perspectives on Communication
- International Communication
- Broadcasting
- Media Industry Trends and Dynamics
- Journalism Education

All papers will be selected on a competitive basis and an expert panel will be appointed for screening all the submissions.

Kindly email the full papers (*approximately 20 pages in length and double spaced*) or a maximum 2 page, typed double spaced abstract along with contact information and a 500-word bio to conf2008@amic.org.sg by **15th of April 2008**. The deadline for the completed papers will be **June 01, 2008**. Results of the call for papers will be sent out starting from **1st May 2008**.

Organised by



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Global warming coverage needs Asian focus

Two major conferences were held in Asia in December 2007, both of which focused on the health of the environment as central to the region's (and the world's) development. It is a good sign that finally, Asia, and the world at large are recognising that economic growth should not be placed on a pedestal and worshipped, while the environment suffers.

Yet, the amount of regional and international media coverage attracted by the two conferences varied significantly and there are warning signs here for Asia—that if we continue to allow Western media organisations to set the news agenda in Asia and we jump on their bandwagons (the latest of which is global warming), we may ignore some more urgent and solvable environmental and development issues in Asia.

The two conferences I am referring to is the first Asia Pacific Water Summit (APWS) held in Beppu, Japan from 3–4 December 2007 and the United Nations Climatic Change Conference held in Bali, Indonesia from 3–14 December 2007.

I was involved in coordinating an international media coverage project at the Beppu conference, where very few international media representatives were present. Not only that, though built as a Head of State summit, only nine Heads of State choose to attend the APWS and seven of them happen to be from the small Pacific Island countries. In contrast, both the media and the leaders descended in droves in Bali, the United Nations Secretary-General even coming twice to speak there, while he only sent a video message to Beppu.

The Bali conference as expected was presented with a number of alarmist reports by high profile international organizations with messages such as global warming could become the biggest national security and developmental threat of our times; it could increase conflicts in vulnerable areas as freshwater degradates, food production declines, storms and flood disasters increase and environmentally-induced migration takes off.

While there is a truth to all these and we should be thankful that the world is finally taking global warming seriously, and are willing to at least talk about it, at the same time the media in Asia should not get carried away by focusing too much on future calamities and ignoring current environmental woes most of which have been exacerbated by economic policies which places economic growth far above environmental concerns across Asia.

The focus of the APWS in Beppu and a major report released by the Manila-based Asian

Development Bank (ADB) just prior to the Summit titled 'Asian Water Development Outlook' (AWDO) was on the water challenge Asia is facing right now—not in some 50 or 100 years time. The AWDO argued that Asia was not facing a water crisis but a crisis of water management. This is a challenge right here, right in front of our eyes. Now that environmental reporting has become fashionable, how can the Asian media localise these reporting and give it the focus and coverage that is needed for Asia's own leaders to take up this challenge seriously?

Both APWS and AWDO focused on the availability of clean water and sanitation services, especially for Asia's urban poor. There is a staggering 2.6 billion people across Asia who lacks these services and lives in degrading conditions. You don't need to wait until the region's temperature rise by 6 degrees centigrade in 100 years time to witness these.

The AWDO points out a number of examples where lack of wastewater management has created problems, when freshwater is polluted and deprives the poor from using, for example, river water for drinking. This also leads to health problems, while lack of sanitation leads to not only health but also to social problems. Thus, the issue of water and sanitation are integrated issues of economic development, where governments, private sector and civil society need to work together, the report argues. It gives many examples of how it is happening at ground level and calls for greater cooperation between countries to share this experience.

Pointing out the success stories of Singapore's Public Utilities Board and Cambodia's Phnom Penh Water Authority, report argues that both rich and poor countries could find local solutions to its water management problems if there is the (political) will to do it.

In an interview with IPS news agency during the Beppu summit, former Indonesian Cabinet Minister and the vice-chair of the Asia Pacific Water Forum (co-organisers of APWS) Ms Erna Witoelar argued: "If we merely follow the developed country 'blueprint', we will never be able to be at par with them. We need to be creative and use local resources and talents, and combine these with advanced technology, if needed".

She advocates water solutions for Asia where there are harmonious relationships between the government and the public, or the community itself. "Producing water is not the role of the government alone as the public has as much responsibility",

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argues Ms Wiloelar. "On the other hand water management should not be too commercialised either".

At Bali, the well-known Filipino social justice advocate Dr Walden Bello in an interview with IPS argued that the global warming debate should not be left to the environment groups alone, especially those from the West such as Greenpeace and the World Wildlife Fund. "It's no more about technofixes. It has become a global emergency for which issues such as trade, justice, equity and democracy have to be factored in ... these are areas the traditional climatic change groups have not paid much attention".

While the global warming bandwagon led by Al Gore and others gathers steam in the coming months and years, and the Western media gives them the much needed exposure, Asian media needs to be careful that they will not be drowned by the Western perspective on the environmental problem.

While it is imperative that the West cuts its greenhouse gas emissions, and if that means going for more agrofuels, we in Asia need to watch out that our rice fields are not transformed into biofuel fields, which would create a food crisis in Asia, and make us dependent on American and Australian rice. On the other hand, we should be wary about the trading of carbon credits—allowed under the Kyoto agreement—where rich polluters are exempted from reducing emission if they invest in pollution control in poor countries.

Rather than debating emission levels we should focus more on urban lifestyles as Asia rapidly urbanises. Daily traffic jams in Manila, Jakarta, Bangkok, Kuala Lumpur are good examples of how we blindly follow the Western model of high emission urban transport systems built on flyways and highways, rather than looking at developing a more efficient public transport system, and solar-driven or electricity-driven small cars for urban use, and more safer cycleways for people to peddle to work and shopping. The media and the lifestyle advertising industry may also have to come into the act to brand this lifestyle (rather than something aping the West) as "cool" and trendy.

In tackling the environment issue, Asia should learn the lesson from the health sector, where over the past 20 years AIDS has dominated the global debate on health issues as well as funding of projects, when the biggest killers in the developing world – contrary to what the Western media says – have been from respiratory diseases, malaria and tuberculosis.

A study done by Jeremy Shiffman of Syracuse



The first Asia-Pacific Water Summit, held in Beppu, Japan on 3–4th December 2007, was attended by Heads of State and Government, Ministers, and representatives from over 36 countries.



United Nations Climatic Change Conference held in Bali, Indonesia from 3–14 December 2007.

University in the USA and published by the Oxford University Press in 2006 found that AIDS received nearly a half of all direct donor funds internationally, while acute respiratory infections received only 2.5 per cent of direct funding, malaria nine per cent and tuberculosis 6.8 per cent.

"HIV/AIDS is unique among developing world communicable diseases in that it is the only one that is a major threat in both developing and industrialised countries, and one of the few diseases for which drug and vaccine discovery and sales offer potentially large pharmaceutical company profits", noted Shiffman.

Replace HIV/AIDS with global warming in the above statement and it will warn you exactly why the Asian media should be wary about jumping into global warming bandwagon of the Western media.

Kalinga Seneviratne

"While the global warming bandwagon led by Al Gore and others gathers steam in the coming months and years, and the Western media gives them the much needed exposure, Asian media needs to be careful that they will not be drowned by the Western perspective on the environmental problem."

Education new hope for Asia's Internet TV firms

For companies selling interactive TV over the Internet, Asia's surging demand for high quality education for kids to career changers offers up potentially lucrative market and the chance to lure customers away from cable TV and the computer. South Korea — where children spend hours studying in a grueling battle to enter the top schools that can guarantee a job at the big conglomerates — is at the vanguard in Asia of educational television over the Internet.

Tuition is expensive, with spending on after-school tutoring estimated to be worth 2.6 per cent of the country's gross domestic product. Sought-after private tutors can earn a banker's salary.

South Korean companies, such as KT Corp, which plan to upgrade their Internet-powered TV services to full IPTV this year, are spearheading the move.

KT Corp says e-learning for children ranked among the most successful programming on its MegaTV, which also offers after-school tutoring and adult education courses.

"The response is strong for kids' programmes in which they learn by playing games and solving puzzles using a remote control", said Yang Jaegeon, KT's director of media.

"Education is one area they can make users pay extra money", said Young Choi, analyst at Mirae Asset Securities in Seoul.

"The key is to increase the portion of paid programmes", he said, noting such programmes generate about 20 per cent of IPTV revenue now. Choi expects South Korea's IPTV users to grow to

five million by end-2009 from an estimated three million at end-2008. The overall market for Internet protocol TV (IPTV) could reach more than 55 million subscribers worldwide by end-2011, from an estimated ten million last year, research firm Ovum says.

IPTV, with its immediacy, interactive features and easily navigable menus, bypasses the process of having to boot up your PC and trawl the Internet.

Across Asia, quality education is in constant demand and short supply, where students fight for places at the best schools, workers pin hopes on English skills to boost their careers, and parents look for new ways to teach their young.

"Game content and educational programmes have big potential because both target a very important group of people, that's the young generation," says Rocky Li, marketing director at BesTV, Shanghai Media Group's IPTV unit.

In China, where history and geography programmes are already offered, education is set to become the fastest-growing part of BesTV's business, Li said.

"In traditional TV, it's difficult to find these programmes", Lee said, citing inconvenient times and limited slots. He expects China's overall IPTV users to reach two million by end-2008 compared with 600,000 currently.

IPTV companies are also trying to add popular video games, from simple board games and racing to multiplayer on-line games, in a bid to snatch computer users away from their PCs.

www.reuters.com

"Gov 2.0" to replace e-government

New research has indicated that tech-savvy government departments will begin to adopt Web 2.0 applications in 2008.

"'Gov 2.0' will replace 'e-gov', as governments seek to gain additional value from citizen interaction and business transactions", Teresa Bozzelli, chief operating officer and managing director of Government Insights, which produced the report, said in a statement. Government Insights is an IDC company based in US.

Governments are expected to increasingly use social networking and other Web 2.0 innovations as a means of fostering greater participation and dialogue with their citizens, as well as encouraging more effective intragovernment communication.

"A lot of Web 2.0 applications will allow government to change the nature of what they can do, in terms of interaction, but apart from the technical side of things, there will be a greater focus on improving the business of government", said

Richard Harris, research vice president at analyst firm Gartner.

"I do think Web 2.0 technologies are likely to have a big impact this year and beyond, in the decisions about applications for governments", he said.

Harris' statements come after Gartner issued a report late last year on the future for government chief information officers under the banner "CIO 2.0." The report concluded that chief information officers themselves would move away from being technocrats as IT becomes more closely integrated with other operations in government departments. Harris added that e-gov had failed to deliver on expectations, and the development of "Gov 2.0" will be prompted as much by governments needing to replace legacy applications as any attempt at nurturing greater interaction with their citizens.

www.news.com

Bill Gates looks ahead at the “Next Digital Decade”

In his 11th Consumer Electronics Show opening keynote address, Gates looked at the sweeping changes since 2001 that have created the first true Digital Decade, including the continued expansion of the popularity of Windows-based PCs, the growing prevalence of broadband networks, the spread of mobile phones and the advent of portable digital media devices.

“Since I first started talking about the Digital Decade in 2001, the speed with which digital technology has become central to the way we work, learn and play has been amazing. But in many ways, we are at the very beginning of the transformation that software will enable. During the next Digital Decade, technology will make our lives richer, more connected, more productive and more fulfilling in profound and exciting ways.”

Gates went on to outline his vision for the next Digital Decade—an era in which dramatic advances in hardware and software will make the power of computing a ubiquitous part of day-to-day life. Gates referenced how natural user interfaces will more closely reflect the way people interact with each other. High definition experiences will be nearly everywhere.

Services-connected devices running on the Web and huge amounts of storage accessible via the Internet will mean that information and capabilities people want will be available instantly and seamlessly, no matter where they are.

Gates also talked about the ongoing transformation of the personal computer and he shared sales figures for Windows Vista that indicate the PC and the Windows platform remains a central catalyst for the advances of the Digital Decade.

According to Gates, the company has sold more than 100 million Windows Vista licenses to date. “For more than 25 years, Windows has unlocked the power of personal computing. Now we are expanding Windows to go where you want to go and so what you want to do on PCs, the Web and mobile devices. The result is connected experiences that extend across people’s lives, interests and communities, at home and at work.”

In addition to technology advances that continue to make PCs more powerful, more portable and more affordable, there is a growing emphasis on style. Independent research firm Forrester Research has predicted that the period between now and 2012 will be the “Age of Style” for the consumer PC industry, with “strategists and marketers weaving design concerns into their thinking about every facet of their company’s strategies as style and design becomes a critical brand attribute”.

Other announcements highlight the ongoing impact that digital technology and software plus services are having on the way people experience television.

www.indiatelevision.com

Rich-poor digital divide still broad: UN Report

The digital divide between rich and poor countries is narrowing as mobile phones and Internet use become more available, but the developing world still lags far behind, according to a United Nations Report

The United Nations Conference on Trade and Development (UNCTAD) said mobile phone subscribers have almost tripled in developing countries over the past five years, and now make up some 58 per cent of mobile subscribers worldwide.

“In Africa, where the increase in terms of the number of mobile phone subscribers and penetration has been greatest, this technology can improve the economic life of the population as a whole”, it said.

The report said mobile phones are the main communication tool for small businesses in developing countries, reducing costs, and increasing the speed of transactions.

“Mobile telephony provides market information for, and improves the earnings of, various communities, such as the fishermen of Kerala, the

farmers of Rajasthan, the rural communities in Uganda, and the small vendors in South Africa, Senegal, and Kenya”, it said.

Internet use and penetration continue to increase worldwide, but developed countries still account for the majority of Internet users and have the highest penetration.

“In 2002, Internet availability in developed countries was 10 times higher than in developing countries; in 2006, it was six times higher”, the report said.

Developed countries also continue to lead Internet subscriptions worldwide, and the gap in terms of Internet broadband penetration has widened since 2002, it said.

UNCTAD said the revolution in information and communication technology is spreading to the developing world but more has to be done to make sure poorer countries reap the opportunities in growth and development.

Among its recommendations are that countries invest more in human capital and infrastructure, and improve regulation of cyberlaws.

www.news.com

Next generation silicon products for Net-enabled mobile and consumer electronic devices

Intel Corporation President and CEO Paul Otellini said the Internet will continue disrupting the consumer electronics and entertainment industries in new ways and described how the Internet's evolution will create business opportunities for "those who embrace it".

"We're now in the midst of the largest opportunity to redefine consumer electronics and entertainment since the introduction of the television", Otellini said during a keynote speech at the International Consumer Electronics Show held in Las Vegas in January 2008. "Increasingly, computing and communications are coming together, bringing a new level of capabilities and intelligence to the Internet experience. The personal Internet of tomorrow will serve you—delivering the information you want, when you want it, how you want, wherever you are".

As phones, televisions and other consumer electronics devices connect to the Internet and take on more computing characteristics, microprocessors and the benefits of Moore's Law matter more than ever before, according to Otellini.

"When computing became personal, the industry changed—innovation, collaboration and standards drove growth beyond what anyone could imagine", Otellini said, drawing parallels between the early days of personal computing and the future of Internet computing. "I believe that the Internet is following the same path."

Otellini highlighted a future where an American visiting Beijing could use a pocket-sized mobile

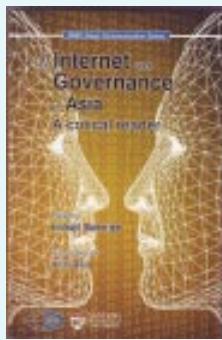
Internet device to audibly and visually translate building signs, restaurant menus and conversations in real-time. The applications also showcased how the traveller could also prevent getting lost with step-by-step visual cues of landmarks to watch for appearing on the device's screen.

Otellini described four obstacles that need to be overcome to make these applications possible on mainstream computing devices in the next three to five years. Microprocessors have to be even more powerful and consume less power to be the brains of smaller, multi-functional devices. Wireless broadband infrastructure needs to be more broadly deployed to make high-speed Internet available everywhere. The Internet must be more intelligent and proactive so finding information is no longer a hit or miss proposition. Lastly, more natural user interfaces need to be developed so people can use their voices and gestures to engage with the Internet.

Intel is working on microprocessors, wireless connectivity and other enabling technologies—such as visualization and gesture-based computing—to address these challenges.

"The opportunity lies in creating these next generation products, services and business models—but first we all need to overcome the obstacles I just listed", Otellini said, calling on the smartest minds across the consumer electronics, computing and communications industries to contribute to this transition.

www.intel.com



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.

Note: The price of the publication does not include postage charge.

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Industry rejects Australian gov't sanitized Internet measure

Internet Service Providers (ISPs), IT managers and the Electronic Frontiers Australia (EFA) have slammed the federal government's national content filtering scheme and dubbed it a technically impossible token gesture.

The opt-out plan, announced in January 2008 by Communications Minister Stephen Conroy, requires all ISPs to filter "objectionable material" from Internet traffic according to a blacklist defined by the Australian Communications and Media Authority (ACMA).

Industry professionals joined the EFA and rebutted the scheme, claiming it is technically impossible and economically infeasible to implement, police and maintain ISP-level content filtering.

According to respondents, such content filtering could turn into an infringement on freedom of information and political activism, and become a moral arbiter for inappropriate content.

EFA chair Dale Clapperton said the proposal is too vague and could result in the censorship of other content such as euthanasia, drugs and protest.

Author of NetAlarmed.com, a parody site of the government's Internet filtering legislation, and Web production manager Michael Meloni said the scheme is a political ploy which lacks transparency. "All existing reports into Internet content filtering have said it is economically disastrous and

impossible to control", Meloni said.

A 2003 Howard government-commissioned report on the viability of Internet content filtering stated that government mandated filtering by ISPs will stifle innovation, inflate Internet access prices and cause online usage to plummet.

Australian ISPs interviewed as part of this project have indicated they will pass on additional costs to their customers. The report rated self regulation as the most economically viable solution over any form of government intervention.

Director of an Albury-based ISP Ross Wheeler said Internet content filtering is impossible in Australia because of network configurations. "It would be technically doable if this happened three years ago when we provided all of our own infrastructure, but it's too late."

Under the current network model, ISPs effectively do not have access to customer data as it is bypassed through resold services and infrastructure owned by larger providers such as Optus and Telstra.

Filtering is also impossible for infrastructure owners because customer data is encrypted before it enters their systems.

Wheeler said IP crime can only be fought by coordinating international law enforcement. He said the government should "question what is legal and illegal" if international support is impossible.

www.networksasia.net

Japan's young can't live without cellphones

Young Japanese people are evolving a new lifestyle for the 21st century based on the cellphones that few are now able to live without.

While the wired world they now inhabit holds enormous advantages for learning and communicating, it also brings a downside, say experts who point to a rise in cyberbullying and a growing inability among teenagers to deal with other people face to face.

"Kids say what is most important to them, next to their own lives, is their cellphone", said Mr Masashi Yasukawa, head of the private National Web Counselling Council.

"They are moving their thumbs while eating or watching television", he said.

Sociology professor Hideki Nakagawa at Tokyo's Nihon University said cellphones had become "an obsession" for youngsters.

"They feed insecure without cellphones, just the way sales people do without their name cards",

he said.

Education professor Tetsuro Saito of Kawamura Gakuen Women's University near Tokyo, said children seemed to want the security of communicating with someone, without the bother of dealing with a real person.

"Communication ability is bound to decline as cellphones and other devices are now getting between people", he said.

As the multi-faceted cellphone takes centerstage in teen life, it plays a number of roles—including that of a weapon which children can wield with no thought of the consequences.

A survey of 1,600 junior high school students conducted by Prof Saito found that students can also use their cellphones as an emotional crutch, and the more problems they have at home, the more dependent they seem to become on their phones.

The Straits Times (Singapore)

India's newspapers can counter new media challenges

The growth mode of the Indian print media, at a time when the newspaper industry in mature media markets in the West are in decline, makes it favourably positioned to counter the challenge of the Internet-led new media, N. Ram, Editor-in-Chief, *The Hindu*, said.

Inaugurating "Imprint '08", a national technical symposium of the Department of Printing Technology at Anna University, he said the added advantage for the Indian print media was the opportunity to avoid the mistakes and miscalculations made elsewhere while responding to the Internet challenge, and to deal with the new media in imaginative ways.

According to Mr Ram, one of the crucial mistakes was the failure to evolve a suitable business model for delivering newspaper content online. It was now clear that people, especially the youth, preferred online content to be free. However, the problem was that advertisers paid far less for online presence than for print or television. "It is important to understand global trends and how they apply in the Indian context."

Forecasting a bright future for the Indian print media, Mr Ram said newspapers in the country shared a common history spanning nearly two centuries. The strength of newspapers here was shaped by historical experience, the freedom struggle and social emancipation movements.

Quoting from the World Association of Newspapers, he said 60 of the world's 100 top

selling dailies were published in Asia. China sold over 98 million copies daily followed by India (over 88 million) and Japan (69 million). In comparison, the US sold only 53 million copies every day and Germany, 21 million copies.

While the print media penetration in the country was still at a fairly low base in relation to population, averaging 60–70 per thousand of population, the good news was that there existed ample space for growth, particularly for the regional press, he said.

A gauge provided by the National Readership Survey of 2006 indicated that the reach of dailies and magazines in India aggregated 272 million readers. The valuation of Indian print media was pegged at Rs.128 billion, a figure tipped to rise to Rs.232 billion by 2011, he said.

However, newspapers could ill afford to be complacent as people, especially youth, had access to multiple sources of information such as the Internet (42 million), cable and satellite television (68 million households) and DTH (4 million houses). Besides, the Indian mobile telephony sector was also the fastest growing in the world, adding an estimated 8 million subscribers every month.

One of the new trends in journalism these days was the coalescing of editorial and the largely technical production functions, thanks to the advent of superior technologies. Since the arrival of pagination, functions that were once the preserve of production teams were now integrated with editorial tasks, he said.

www.hindu.com

Bilingual free paper launches in Singapore

A new bilingual paper — believed to be the world's first with equal coverage in English and Chinese — was launched in Singapore in January 2007.

My paper, originally a Chinese-language freesheet launched in June two years ago, has been revamped to include English-language content which is distinct and unique from the Chinese content.

Two teams of journalists — one from the English section and one from the Chinese department — will be filing these separate reports.

These changes "reflect the changing reality of Singapore", said editor of the English section Yeow Kai Chai.

"We are reaching out to the English-educated Chinese Singaporean who is comfortable conversing in Mandarin, may listen to Mandarin music and watch Mandarin dramas, but isn't fluent enough to read hard news in Chinese", he said.

"Instead of trying to pummel them on the head with Chinese, we are customising the news for them in English."

Consulting editor Felix Soh said that the newspaper has now taken on a "unique design". "The English-paper type of design is used for the Chinese section, because we want to attract our target of English-educated bilingual PMEBs", he said. "We have to use a style that they are comfortable with." (PMEB refers to professionals, managerial-level staff, executives and businessmen.)

Editor of the Chinese section Goh Sin Teck added that the Chinese pages will continue to carry "the human interest, entertainment and lifestyle" articles. "We're playing to the strengths of each language", he said.

The Straits Times (Singapore)

Professional and citizen journalists should collaborate to build society

As mainstream media outlets in Asia struggle with corporate and state control, watchdog or citizen journalism has emerged as a powerful new movement in recent years, said Sheila Coronel at an East-West Centre conference on "Changing Dynamics in the Asia Pacific".

Globalisation and market forces have opened up Asian media since the 1980s like never before. The introduction of television sets in Asian households and, later, the availability of the Internet has had both good and bad impacts on journalism, said Ms Coronel, director of Columbia University's Centre for Investigative Journalism.

Despite direct or indirect state control, as well as market forces, Asian media outlets have relative freedom, said the journalism expert who won a 2003 Ramon Magsaysay Award for developing investigative journalism in the Philippines.

China and India have seen readership, circulation and advertisements increase significantly in recent years, she said. There was an opportunity to create space for watchdog journalism and collaborate with so-called citizen

journalists active in many Asian countries, she said.

Malaysia and the Philippines have the investigative TV programmes *Edisi Siasat* and *Imbestigador* respectively.

Ms Coronel said citizen journalism has played a key role in the light of disasters and conflicts, and in uncovering corruption. About 55,000 tsunami-related blogs were created after the event, and video clips of Burmese authorities crushing demonstrations by monks put the world spotlight on problems in that country, she said.

"With good collaboration between professionals and citizens we can help build up an informed society, globally and locally", she said, adding that in areas where the internet is not prevalent, community radio stations have sprung up.

Orville Schell, director of the Asia Society's Centre on US-China Relations, said the long-time prestige of journalism in the US was facing challenges from not only new types of media but also from the ability of media outlets to stay in business.

The Bangkok Post

Newspapers still among top media platforms

Despite the buzz and hype surrounding advertising on social networking and other Internet sites, newspapers still trounced other media as the most effective marketing platform in 2007.

This is because newspapers and other traditional forms of media still have a far wider reach, said the Fournaise Marketing Group in a recent survey. The Singapore-based firm is one of the world's top trackers of marketing effectiveness.

Its Marketing Effectiveness Report for last year, contained the results of a poll of more than 3,000 business-to-business and business-to-consumer marketing professionals working for small- and medium-sized enterprises as well as larger firms, in Britain, Australia, India, China and Singapore.

Among the key findings was the fact that newspapers still easily beat other media in terms of marketing effectiveness despite the rise of online advertising.

Globally, newspapers ranked third behind direct marketing and public relations in terms of effectiveness in reaching out to target markets, ahead of online e-mail messages, referrals and display ads. In booming economies such as Singapore, India and China, newspapers, topped the list ahead of television and outdoor advertising.

Fournaise chief executive officer Jerome

Fontaine said this was not surprising.

"In markets which are growing fast, companies are still keen to build awareness and interest in their brands. "A big draw for established media such as newspapers is the fact that they still have a relatively wide and established reach.

"Another attraction is that there are avenues for them to be audited externally, unlike many online forms of marketing. This allows marketing professionals to know precisely what they are getting for their money."

The problem that professionals face in getting their message through is universal: lots of media clutter, along with savvy and sophisticated customers and an extremely competitive marketing environment.

The survey concluded that marketing professionals around the world believe the marketing wastage rate for businesses trying to sell their wares to consumers was a significant 65 per cent.

In countries with relatively low economic growth, such as in North America, Britain and Australia, the estimated overall wastage rate is 60 per cent, compared to 40 per cent in countries with higher levels of growth such as Singapore, India and China.

The Straits Times (Singapore)

Media should reflect issues related to poverty reduction

Issues relating to poverty reduction should be prominently reflected in the media to create platforms for debates leading to formulation of pro-poor policies, said the media and development experts at a discussion in Dhaka.

The government, civil societies and the international donors have to facilitate this process in a bid to reduce global poverty, they said at the programme organised by Panos Institute Bangladesh.

“Communication is vital to public awareness and participation, yet media is neglected”, said Jon Barnes, head of Globalisation Programme of Panos Institute London, while presenting a report titled “Making poverty the story: Time to involve the media in poverty reduction”.

Most media, however, often do not see poverty issues as newsworthy, while public affairs coverage is focused on elite politics and there are pressures of advertisements for revenue that squeeze editorial space, he said.

Journalists are also underpaid, while there is lack of time for story researches, Jon Barnes said, adding that there is also journalists’ lacking in understanding the complex issues.

Demanding more strategic support for media, he said public policies and an enabling environment should be created for media through supportive media legislation and independent media regulation bodies.

Broadcasters should maintain core values albeit media technological changes

Broadcasters must maintain the core values of good journalism such as accuracy, objectivity, ethical reporting in spite of embracing new media technology. This is among the list of key messages and recommendations concluded at the Third World Electronic Media Forum, held in Kuala Lumpur from 11–12 December 2007.

The traditional forms of broadcasting are facing serious challenges from new media such as the Internet and digital media delivery systems. These challenges also come from both within the broadcasting industry via new formats such as DMB, DVB, etc as well as from the telecommunications industry which are increasingly dominating service delivery.

The delegates at the Forum were also of the view that new media, especially social media, are fundamentally altering ways in which content is produced and distributed. Social media differ from broadcast media in three levels—content, tools and marketing strategy.

“Besides mainstream media, alternative media, such as community radio and the needs of local journalists should also be seriously considered”, he said.

Moderating the discussion, Panos South Asia Representative SM Mayeen Ahmed said information for the poor and of the poor is not truly highlighted in the media.

“We want the voices of the voiceless to be reflected”, he added. He said the participation of media was not actively considered in preparing the document of PRSP (Poverty Reduction Strategy Paper).

“We need budget for media to disseminating information to the poor”, he added. “I have not seen enough investigative reports on poverty issues”, said Planning Commission Joint Chief Dr M Golam Sarwar.

The *New Nation* Editor Mostafa Kamal Majumder said journalists face difficulties in getting information from the government officials for their secretive nature, while the NGOs want the media to carry only their messages.

When the state-owned media cover only event-based news, the private news organisations are sponsored by politicians, businessmen and even NGOs, he said, adding that an environment should be created in media for balanced reports.

The Daily Star

Broadcasters should maintain core values albeit media technological changes

The new media, although they pose challenges to traditional forms of broadcasting, also offer great new opportunities to broadcasting. Broadcasters should thus strive to embrace and harness the new media and new technological platforms to benefit fully from all the new opportunities they provide through increasing flexibility of media consumption, interactivity, participatory communication and access.

In this changing media landscape driven by market forces, it is critical to support and strengthen public service broadcasting and community media which play a crucial role in informing, educating and empowering citizens.

In bridging the accessibility divide, ICT regulators around the world should consider having wireless Internet access free, initially in main cities as a public service. Broadcasters are called upon to use innovations in technology to serve the consumers of their services that have special needs, such as the blind, deaf and the elderly.

Indonesia's media urges to publish more on ASEAN

Skepticism about the benefits of the Association of Southeast Asian Nations (ASEAN) for Indonesians would be significantly reduced if the media published more articles on what the grouping has achieved, officials and journalists have agreed.

"ASEAN has achieved many good things that can give positive impact to our people, and yet, many here in Indonesia are still wondering what is the use of ASEAN", the Foreign Ministry's director general for ASEAN affairs, Dian Triansyah Djani, said during a visit to the *Jakarta Post*.

He said most of Indonesia's achievements in the grouping that had directly benefited people within the country had gone unnoticed due to the lack of media coverage.

"I think many journalists are not aware of the impact of ASEAN's many achievement on us. It seems that if it is not a corruption case then they will not publish it. We realize that we have to change this", Dian said.

The *Post*'s chief editor Endy M. Bayuni agreed with Dian, underlining the declining attention of the media to foreign affairs in general since the 1998 financial crisis.

"Foreign affairs issues were given a prominent place (previously) but not anymore. That's why people in general don't know much about the developments in ASEAN. We in the *Post* consistently prioritize foreign issues, especially

developments in ASEAN, as we are aware of the impact on our readers", Endy said.

He suggested that the Foreign Ministry, through its directorates, concentrate on explaining the impacts and benefits of ASEAN's agreements and activities to the Indonesian public to attract more media coverage.

Dian said Indonesia had been successful in pushing for the signing of a counter-terrorism convention for ASEAN, as well as an ASEAN declaration on migrant workers. "Both agreements have profound impacts on the lives of Indonesians", he said.

Indonesia is one of the biggest providers of migrant workers to neighboring countries like Singapore and Malaysia. Currently, there are two million Indonesians working in Malaysia alone.

On terrorism, the country has been hit by a series of bombings that claimed hundreds of lives in the last several years.

Dian, who is the nation's chief negotiator for the ASEAN Charter, said Indonesia has been successful in forcing the inclusion of human rights and democratization issues in the charter after more than a year of negotiations.

The ASEAN Charter, which was signed in Singapore in November last year, is a legally binding agreement that turns the grouping into a legal entity.

The Jakarta Post

South Korea to air English FM radio

The government plans to launch a new FM English radio broadcaster in major cities as early as this year for foreigners staying in Korea and students studying English. This will expand English FM radio nationwide from Jeju Island, which alone has operated a service.

The Presidential transition team said that the Ministry of Information and Communication suggested allowing Arirang Radio to broadcast programmes in English delivering news and information on the weather, traffic and tours. The ministry plans to set up a broadcasting station and relay stations firstly in metropolitan cities beginning in Yeosu, where EXPO 2012 will be held. It will eventually expand it to other areas.

English radio programmes have been one of the most popular ways to stay in touch with the English language. However, there was little general public access: Arirang Radio aired only on Jeju Island and

AFN Radio managed by the United States Forces in Korea dealt mostly with information concerning the military and was only available in cities near military bases. Therefore, there has been rising demand for English programmes made in Korea for domestic demand to support and report on life in Korea.

Alongside foreigner-targeted programmes, there will be English education programmes for students. "We believe allowing the broadcasting will give people the chance to choose what they want to listen to. Also, it will be a good tool to promote a foreigner-friendly image in Korea", Park Yoon-hyun, a ministry official said.

Private firms will run the broadcasting stations, but in areas, considered unprofitable, state-subsidies will be available. The government will determine the allocation of frequencies later.

The Korea Times

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There was an opportunity to create space for watchdog journalism and collaborate with so-called citizen journalists active in many countries in the region, she said.

Malaysia and the Philippines have the investigative TV programmes Edisi Siasat and Imbestigador, while South Korean website OhmyNews has included participatory journalism by amateur writers that led to the victory of Roh Moo Hyun in the 2003 presidential election.

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The Straits Times (Singapore)

International media mission in Nepal stresses security of journalists

The International Media Mission wrapped up its visit to Nepal making various recommendations to the Nepal government, political parties and media institutions for promoting press freedom.

Speaking at a press conference at the end of the visit, Executive Director of International Media Support Jesper Hojberg, who led the mission, said the mission was concerned about continued violation of press freedom taking place through the country.

The mission has called on the government and the parties to ensure the safety of the journalists during the constituent assembly elections, especially in Terai region and informed that a small team of the mission would be sent for election observation.

Welcoming the amendments in Working Journalists Act and enactment of the Right to Information Act, the mission stressed the need for reform of the broadcast and other media related laws to transform state-controlled media into public service media.

The mission recommended the media houses to be inclusive and called for negotiations between trade unions, media management and media workers in a constructive manner.

The mission has also urged the government to

treat the web-based media at par with print and broadcast. Urging the government to form a body to make a distinction between commercial and community broadcasters, the mission also recommended for equal treatment to daily and weekly newspapers.

Furthermore, the mission asked the government to form a probe body to carry out additional investigations of all journalists who were killed in the past including Birendra Shah and Puskar Shrestha.

Giving instances of prevailing impunity in many parts of the country, the mission warned that journalists might find it difficult for impartial reporting during the polls if government did not ensure security to journalists.

Hojberg emphasised that impartial and independent media coverage is also essential for holding free and fair elections and promoting the democratic process.

Home Minister Krishna Prasad Sitaula has said the government is coming up with a special package for the safety of media persons, promising at the same time that special security arrangement would be made for journalists covering Constituent Assembly election.

Nepal News

UN launches film to counter ugly stereotype

Representatives of 63 countries concluded a United Nations forum after announcing initiatives to bridge cultural divides. This included a US\$100-million (S\$143-million) fund for films that combat “ugly stereotypes”.

The Alliance of Civilisations Forum aims to “contribute to isolating extremist and intolerant discourses on the part of those who try to utilise religion or culture for political purposes”, Spanish Prime Minister Jose Luis Rodriguez Zapatero said.

Mr Zapatero first proposed the initiative at the UN General Assembly in September 2004, six months after the Madrid bombings that killed 191 people, and three years after the Sept 11 attacks in the United States that claimed nearly 3,000 lives.

Some 350 people from 63 countries attended the forum, including UN Secretary General Ban Ki Moon, and Jorge Sampaio, UN high representative for the Alliance of Civilisations. “The international situation created in the wake of Sept 11, and all the other terrorist attacks that have

tragically marked our times, have created a pressing need for dialogue between civilisations, religions and cultures”, Mr Sampaio said.

The gathering announced initiatives to promote greater inter-cultural understanding. Queen Noor of Jordan unveiled the US\$100 million fund to back major productions that help combat stereotypes.

The fund would “support the production and distribution of films that entertain and enlighten—films that enhance the connections that already exist between different societies, but are seldom noted on screen and in popular culture”, she said.

The fund has an initial investment of US\$10 million, and has established partnerships with Hollywood production and distribution companies, including Participant Productions, which was behind the film *Syriana*, starring George Clooney.

UN chief Ban said the fund would seek to “counter ugly stereotypes in popular culture”.

AFP

BBC launches debate programme in Nepal

Listeners in Nepal can now enjoy even more BBC programming with the launch of the new debate programme "Sajha Sawal". The 45-minute show explores key issues affecting people's lives with a specially invited audience each Sunday at 21.00 local time.

"Sajha Sawal" features distinguished guests from the world of politics, legal affairs, business or culture who answer questions from the audience. A BBC reporter on location in rural Nepal also brings stories, views and questions from hard to reach communities across the country.

Rabindra Mishra, Head of BBC Nepali said: "Sajha Sawal" is a great opportunity for BBC Nepali to really connect with its audience. It gives them a platform to discuss the issues that are really important to them and debate with high profile people they wouldn't normally have access to."

The BBC will also be in Kathmandu for the first ever BBC Nepali Partners Conference to be held for four days from 13 January. This is an opportunity for the BBC to reinforce partnership with local FM stations re-broadcasting its programmes and to get to know better some of its newer partner stations.

"BBC Nepali, which has been serving audiences for nearly 40 years, is a respected source of news for listeners in Nepal, India and the rest of South Asia, the Far East and the Gulf countries. BBC Nepali programmes cover a wide spectrum of news stories as well as regular analysis and features on Nepalese issues. Its daily 30-minute programmes on shortwave are rebroadcast by 28 FM stations in Nepal."

BBC World Service is an international radio and online broadcaster delivering programmes and services in 33 languages.

Nepal News

Indonesia's government "bowing down" to TV industrialists

The Indonesian House of Representatives has lambasted the government over its controversial decision to withhold the establishment of a networking system with national television stations and their local partners, saying it is a serious infringement of the 2002 broadcasting law.

The information, foreign affairs and defense commission at the House of Representatives said after its internal meeting, the government should issue a Perpu (a regulation in lieu of law).

The regulation would accommodate the decision and would see the government avoid being accused of breaching the law, or of conspiracy with television station owners.

Commission member Djoko Susilo said the government could not avoid the accusation because before the decision was made, station owners had also lobbied for an extension of deadlines to establish a network.

"The government's decision is completely against the law which set 28 December 2007, as the deadline for the formation of the networking system", Djoko said. "Even worse, the Indonesian Broadcasting Committee (KPI) has failed to take action, although it has the authority to seal TV stations violating the law", Djoko said.

All ten private TV stations looked set to be reluctant to comply with the law because networking system would see them share profits with local stations in provinces and regencies. The

broadcasting media law gives three years to national television stations to set up a network with local stations. And the period could be extended for another two years to promote local culture, avoid monopolies and encourage economic democracy in the broadcasting industry.

The Association of Private TV Stations (ATVS) said it had difficulty establishing joint companies with local television stations and procuring expensive devices required to establish the networks.

Commission member Yusron Ihza Mahendra said he was skeptical about the commitment of the government or television station owners to comply with the law, saying both sides had been buying time to avoid the obligation.

Djoko said his commission was disappointed with the ministry and the KPI for lacking any commitment to democratize the country's broadcasting industry.

"While the KPI has no courage to enforce the law, since it fails to take actions against TV stations which obtain their operational licenses in other provinces, such as Lampung and Surabaya, but broadcast their national programmes from Jakarta", he said.

Djoko said the KPI should also take action against television stations screening uneducational and pornographic programmes which are against the law.

The Jakarta Post

Asia Pacific tunes up for mobile TV

A study produced by Frost & Sullivan research provides insights into the progresses made in the mobile video and TV broadcast services market in the Asia Pacific.

The study highlights some of the best practices in the more mature mobile markets, as well as documents the various challenges faced by most industry participants. It also provides an in-depth demand analysis of the market, and forecasts revenue growth over the period from 2008 to 2013.

Within this study, Frost & Sullivan has categorized the featured countries into two broad segments, with the mobile video and TV revenues being the common identifier: mature markets (South Korea) and nascent markets (Australia, China, Hong Kong, India, Indonesia, Malaysia, New Zealand, The Philippines, Singapore, Taiwan, and Thailand).

The recent spate of trials and the commercial launches of broadcast networks in Japan and South Korea indicate that the mobile TV fever could well catch on throughout the Asia Pacific.

Mature mobile markets such as South Korea and Japan, had both commercially launched their own homegrown standards earlier. While the former had spearheaded the DMB standards (S-DMB launched in May 2005 and T-DMB in December, the same year), the latter launched ISDBT, also known as 1-seg, in April 2006. In China, T-DMB (a different version from South Korea's) and CMMB, both homegrown standards, are being deliberated for the country's national mobile TV broadcast standard.

However, most mobile video offerings today are still in the test stage, and operators are developing the business models to determine what content people want and their willingness to pay.

“On the technical side, mobile operators are in the process of looking at delivery options and in this regard, the industry has multiple options for the introduction of services”, notes the analyst of this research service. “These include dedicated multicasting networks, based on DVB-H or Qualcomm Incorporated’s forward link only (FLO), high-speed unicast streaming over operators’ existing third-generation networks, or broadcasting and multicasting, using technologies such as multimedia broadcast and multicast standard (MBMS).”

Quite significantly, many of the technology vendors are viewing multicast and unicast as complementary technologies. Although unicast networks may be efficient enough to meet the short-term consumer demands of mobile video services, broadcasting technology will be a necessity to bring such services to the mainstream. Having said that, solutions based on broadcast systems will not be able to support non-broadcast services, such as video on demand; hence, a combination of unicast and broadcast technologies is likely to gain popularity in the future.

Going forward, the total Asia Pacific mobile video is expected to reach US\$1.88 billion in 2013, with growth emanating mainly from mobile TV and video streaming. “The market is expected to hit mass adoption after 2009, when issues such as handset availability, network interoperability, maturity of ecosystem, and digital rights management (DRM) issues are adequately addressed,” says the analyst. “While South Korea will remain the biggest market for mobile video in Asia Pacific, outside Japan, other potential leading markets include Singapore, China, Hong Kong, Taiwan, Australia, and New Zealand.”

Reuters

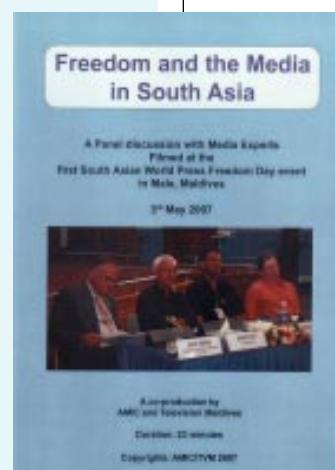
Freedom and the Media in South Asia

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.

Available from AMIC at US\$20 or SG\$30 excluding postage charges. For order/enquiry, contact angie@amic.org.sg



Digitization creates marketing tools, said expert

Kent Wertime, president of OgilvyOne Asia, observed that developments in media and digital technology have "spawned a new era in marketing". His remarks were part of a presentation on digital marketing made at a joint European and American Chamber of Commerce Telecom and Media luncheon held in Taipei. In 2006, globally, new media revenue totalled US\$55 billion. While this was dwarfed by traditional media at US\$455 billion, the former is growing 23 per cent, the latter only six per cent.

"Some time during the next 10 to 14 years, the crossover will occur," said Wertime, "and with that, advertising will shift to digital as well".

"Today, companies of all sizes need to consider new, digital ways to reach and interact with consumers," said Wertime. That means having a very solid awareness of user-generated content, social networking and other forms of digital marketing such as searches, blogging and behavioural targeting. "These days, companies do not question whether but how to do digital marketing."

Worldwide, said Wertime, there are 900 million people using PCs, 1.1 billion the Internet, 1.3 billion landline phones, 1.4 billion credit cards, 1.5 billion

email boxes, 1.5 billion TVs and 2.9 billion mobile phones.

Asia accounted for the biggest number of Internet users (409 million), but Wertime questioned whether Asian companies will be able to lead in digital marketing. For any company, the challenge is where to put the time and money—blogs or email? "Businesses are sorting out better strategies despite the complexity, but it requires knowledge", he says.

While digital media is a component of mass media, it is capable of addressing individuals. "The 2.9 billion mobile phone users," observed Wertime, "are not one mass but individuals with unique return addresses. Users are responding to Web sites as individuals. They have personal settings and preferences. The communication is two-way. It is no longer possible to 'target' them."

Wertime stressed the importance of this shift by citing comments made by Rupert Murdoch to *Wired* in July 2006. "To find something comparable, you have to go back 500 years to the printing press, the birth of mass media. Technology is shifting power away from the editors, the publishers, the establishment, the media elite. Now, it is the people who are taking control."

The China Post

Thai governmental body joins forces with print media to protect consumers

Thailand's Food and Drug Administration (FDA) has joined forces with the print media in its bid to give consumers better protection. Thai FDA secretary-general Siriwat Tiptaradol signed a Memorandum of Understanding (MOU) with representatives of the Thai Journalists Association (TJA) and the Economic Reporters Association, whose members are mostly from the print media.

The joint cooperation is aimed at managing exaggerated messages in advertisements dealing with medicines, supplementary food and medical equipment.

Adverts, both direct and indirect, of these products are frequently exaggerated. It is therefore the responsibility of the FDA and the press to help screen messages which could mislead consumers, said Dr Siriwat.

A hotline for the media also would be established so that the FDA could work closely with the press and the inflated content from the advertisement could be removed before it is published in order to avoid violating the law, he said.

Dr Siriwat also plans to seek the cooperation of radio and television broadcasters to this effect, especially community radios, which he says often exaggerate their adverts.

The FDA filed eight lawsuits against local newspapers last year for publishing misleading medicinal-related advertisements.

These legal cases clearly reflect that cooperation between the two sides was badly needed, so that the publishing business would not be affected and the public would receive well-balanced information, said TJA chairman Nattaya Chetchotiros.

In another development, the FDA has decided not to ban the production and distribution of Anapromine. The drug's distribution is still permitted under prescription at pharmacies, said Weerawan Taengkaew, FDA deputy secretary-general.

However, the FDA would require that manufacturers register the ingredients of the medicine individually to avoid its misuse, she said. The Family Network Foundation asked the agency to ban its sale for consumer safety.

Bangkok Post

Mobile advertising may present unique marketing opportunities

Mobile advertising is set to become a US\$10-billion business globally by 2010, said Sephi Shapira, president and CEO of Interchan 8086 at an American Chamber of Commerce Marketing and Distribution Committee luncheon held in Taipei.

According to Shapira, the future of advertising is in cell phones. "Mobile networks", he said, "have the most direct reach with 50 per cent of consumers interested in free content in return for relevant advertising." He expects that mobile advertising will grab as much as 30 per cent of global ad spend with pay-per-call revenue reaching US\$4 billion in 2010.

Today, in Taiwan, said Shapira, there are more than two million 8086 mobile channel users — 75 per cent in the 20 to 35-year-old age category — and 10 million relevant ads per month are inserted into content channels. Food and restaurants represent the largest segment when it comes to searches by Taiwanese directory users (23 per cent). This is followed by leisure and travel (12 per cent) and government and public organizations (8 per cent).

The problems currently are that all mobile

advertising models are based on selling impressions, said Shapira. Targeting and segmentation capabilities are, therefore, very limited. In addition, the pricing is complex and the results are poor. "No one knows how to buy mobile advertising or monitor its performance as a new media channel", said Shapira. "The bottom line is that all the risk is on the advertiser."

With mobile marketing, however, customers pay per qualified lead; there are no hidden costs. "Businesses can target customer leads when and where they want", said Shapira. "They bid on customer leads with prices that they choose, while monitoring customer leads in real time." The bottom line with this approach, he added, is a risk-free, result-based model.

How does the pay-per-call concept work? According to Shapira, multiple ads are created with different positioning. An inbound call number is set with calls going directly either to the call center or the advertiser. Pay-per-call bids and budget limits can be determined with commercial promotion releases and customer calls scheduled on demand as well.

www.chinapost.com

Public television educates citizens far beyond the broadcast: US study

The Corporation for Public Broadcasting (CPB) in the US has released the results of a survey of public television stations undertaken by SRI International.

The study reveals that more than 84 per cent of the stations are providing educational services directly to their communities.

These services, which extend beyond the broadcast, range from in-person reading programmes for parents and childcare providers to professional development resources for teachers to online activities designed to spark student learning in subjects such as science and mathematics.

CPB president and CEO Pat Harrison says, "This report tells an exciting story about public television's educational services and the myriad ways in which the stations work with their

communities. Education continues to be a core value of the public broadcasting community and is an essential component of CPB's mission to 'provide programmes and services which inform, enlighten and enrich the public.' Public media is a trusted and essential source in creating informed and educated citizens."

The survey collected information from 165 public television licensees (representing over 300 stations) across the US. It focused on the off-air educational services that the stations provide to their communities, which often go unheralded. The survey challenged stations to describe their education programmes, audiences, technology and how they evaluate the implementation and impact of their important education-related work.

www.indiantelevision.com

Indonesia's television and other media to profit from more ads

Wrapping up last year with growth of 17 per cent, Indonesia's ad spending is set to swell even further this year on the back of major sporting events and aggressive marketing campaigns by corporations, a report said.

Nielsen Media Research Indonesia business manager Maika Randini said that ad spending this year would grow an estimated 20 per cent from last year's Rp 35 trillion (US\$3.72 billion).

"Tighter business competition among business players and additional spending allocated for several international events, such as the Olympic Games and the Euro Cup, will fuel this year's growth", she said.

"The telecommunication sector will top the list of big spenders this year, especially with more players entering the market. Tighter competition will force them to raise spending for their marketing campaigns", said Maika.

Nielsen made public its recent survey on ad spending last year, highlighting a trend of increased interest in newspapers.

The agency surveyed ad spending for 19 television stations, 82 newspapers and 127 magazines and tabloids.

Newspapers enjoyed the highest growth rate in receiving ads, with placement soaring by 31 percent to Rp 10.6 trillion last year, the agency said.

"Newspapers became a favorite among advertisers last year most likely because they

provided more space to deliver detailed information for products and services to specific markets", said Maika.

She said the telecommunication sector contributed the most to newspaper earnings, followed by non-commercial ads from government and political organizations, such as those from the gubernatorial election in Jakarta.

"Government and political parties spent around Rp 753 billion last year, a 154 per cent rise from 2006. The Jakarta gubernatorial race contributed around 10 per cent", she said.

The general secretary of the Association of Indonesian Advertising Agencies, Irfan Ramli, said newspapers were also popular because companies were looking for alternative ways to communicate their products to customers.

"Besides, the cost is also cheaper than TV ads. And we can use local newspapers to target a local audience", he said.

Although TV advertisement experienced slower growth compared to newspapers, television still enjoyed the lion's share of spending, receiving some Rp 23 million or around 66 per cent of the total market, the survey showed.

Irfan said TV stations had to come up with creative ways to keep the interest of advertisers. He believed that such creativity was more common in print media, such as the Klasika and Urbana ad columns aimed at accommodating small ads in Kompas newspaper.

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Media Pluralism in Asia The Role and Impact of Alternative Media

Edited by Kalinga Seneviratne 2007 300 pp ISBN 981-4136-04-2 SG\$30/US\$20 (Others)

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 Philippines 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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