

AGENDA

47TH STANDING PROGRAMME COMMITTEE ISTANBUL, TURKEY 26-27 OCTOBER 2015

Agenda Item 2
Document No. PC 15/1

MONDAY, 26 OCTOBER 2015

14:00 - 14:20	<p>Welcome and Opening Remarks</p> <p><u>Welcome Remark</u></p> <ul style="list-style-type: none"> · TRT · Dr Javad Mottaghi, <i>Secretary-General, ABU</i> <p><u>Opening Remarks</u></p> <ul style="list-style-type: none"> · Mr Jaehon Song, <i>Chairperson, ABU Standing Programme Committee</i> · Mr Hideki Tazuke, <i>Vice-Chairperson, ABU Standing Programme Committee</i> · Ms Deborah Steele, <i>Vice-Chairperson, ABU Standing Programme Committee</i>
14:20 - 15:00	<p>Report of Activities (Nov 2014 - Oct 2015)</p> <p>Mr Tatsuhiro Beniko, Director, ABU Programming, will give an overview of the Programme activities, followed by detailed reports by Senior Executives and Legal Officer.</p> <p><u>Radio Activities</u> Mrs Vijay Sadhu, <i>Senior Executive, Radio</i></p> <p><u>TV Activities</u> Mrs Hanizah Hamzah, <i>Senior Executive, TV</i></p> <p><u>Copyright Activities</u> Mr Yan Bo, <i>Chairperson of ABU Copyright Committee</i> Ms Premila Manvi, <i>ABU Legal Officer</i></p>
15:00 - 15:30	<p>Programme Bureau (PB) Report</p> <p>Acting Chairperson of the PC reports the outcome/discussion of the 1st and 2nd PB meetings.</p>
15:30 - 16:00	<p><i>COFFEE BREAK</i></p>
16:00 - 16:15	<p>Report from Associated Organisations</p> <p>ABU associated organisations will present their report on their activities for the past year.</p> <ul style="list-style-type: none"> · Asia-Pacific Institute for Broadcasting Development (AIBD) · Institut Penyiaran Dan Penerangan Tun Abdul Razak (IPPTAR)
16:15 - 17:30	<p>Panel Discussion: New Strategies in Radio Broadcasting</p> <p>Chair:</p> <p>The transformation in radio broadcasting has opened up new opportunities while adding on to the challenges faced by the industry. With mp3 players and the Internet, people can hear whatever they want, can't they? With this changed scenario, it is imperative to explore new strategies that the radio broadcasting industry should adopt to remain a potent force in the media market space.</p> <p>A panel of distinguished panellists will examine various aspects of the issue, including the influence of branding, audience research and on-line strategies and come up with some guidelines. Suggested topics are:</p>

	<ul style="list-style-type: none"> · The future Radio stations: What can be done to meet the changing situation · Where will Radio be in Few Years? – A Strategic View · Diversifying Your Programming: Shows which cater for all audiences (youth and elderly people) · Something new that can inspire audiences
TUESDAY, 27 OCTOBER 2015	
09:00 - 09:15	Report of the Radio Working Party (RWP) Meeting by Chairperson Chairperson of the RWP meeting reports the outcome of the meeting on previous day and makes recommendation on Radio Activities. <ul style="list-style-type: none"> · Ms Zakiah Halim, <i>Chairperson, Radio Working Party</i>
09:15 - 10:00	Successful Activities & Future Perspective Including Reports by Members (ABU activities) <ul style="list-style-type: none"> · ABU Music Show Workshops - Mr Jeong Yunhwan, Senior Producer, ABU · Radio Asia2015 and Radio Song Festival - MRTV-Myanmar · Media2020 International Conference - Radio Romania · BIG CITIES Co-production - NHK-CCTV-RAI · CARE5/6 (Change Asia Rescue the Earth) - KBS-Korea · ABU Tashkent Media Forum - Uzbekistan · Pacific Media Partnership Conference in Samoa - Samoa or Dr. Amal may report
10:00 - 10:30	Special Session - “Voices of the Members” This session gives our members the opportunity to present what they are doing in programme activities at their ends, what challenges they are facing, what they want from other members or what they may suggest for the ABU Programming activities. Moderator: tbc <ul style="list-style-type: none"> · “Building Community resilience in Nepal” - NTV-Nepal · “Iran – saving lives and preparing for disasters” · South East Asia: (tbc) · Central or West Asia: (tbc) · Pacific Islands: (tbc)
10:30 - 11:00	<i>COFFEE BREAK</i>
11:00 - 12:00	Presentation/Discussion on New Initiative Ideas In this session, new initiatives/ideas for ABU programme activities are presented by the members/ABU Programme Department and will be discussed. <ul style="list-style-type: none"> · ABU Music Exchange Platform (Radio) - (ABU-Radio Romania) · ABU Dance Contest/Festival - (ABU - DD) · ABU Cup TV Song Contest - (ABU- Hunan TV) · ABU Anti-Bullying Campaign/Co-production - (ABU-NHK)
12:00 - 12:30	Successful Activities & Future Perspective Including Reports by Members (non-ABU activities) <ul style="list-style-type: none"> ·
12:30 - 14:00	<i>LUNCH BREAK</i>
14:00 - 14:15	Handover Ceremony of the Quality management Certification <ul style="list-style-type: none"> · Moderated by Ms Premila Manvi, ABU Legal Officer
14:15 - 15:30	Expert Dialogue Panel 2 (TV) Theme to be confirmed Moderator: tbc Panellist: <ul style="list-style-type: none"> · tbc
15:30 - 16:00	<i>COFFEE BREAK</i>

16:00 - 16:30

Invitation to Future Events / Activity

- RadioAsia 2016, Radio Song Festival and Media 2020 - (NCR-China)
- Japan Prize 2016 - (NHK-Japan)
- JAMCO Rights-Free Programme Offer - (JAMCO-Japan)
- HBF, Hosono Bunka Foundation - (HBF-Japan)

16:00 - 17:30

- Selection/Election of the Programme Bureau Member If needed.
- Election of the Vice-Chairperson

One Vice-Chairperson seat is vacant. The term of office is two years. If there is more than one candidate, an election will be held.

- Any other matters
- Closing