

# **Asia-Pacific and Europe Media Dialogue 2006**

**11 – 13 September 2006  
UNESCO – Paris**

**Organized by the**

**Asia-Pacific Institute for Broadcasting Development  
and  
European Broadcasting Union**

**with**

**Radio France Internationale (RFI)  
TV5 MONDE  
Canal France International (CFI)**

**supported by the**

**French Ministry of Foreign Affairs'  
Directorate general for international co-operation and development**

# Asia-Pacific and Europe Media Dialogue 2006

In the 20th century, developments in transport and communication shrank the planet. The first Asia-Pacific-Europe Media Dialogue will explore the issues facing broadcasters in the third millennium, as satellites and the internet blur borders and pose new challenges in a globalising world.

## Programme

### Day 1 – Monday 11 September 2006

#### **10:00-10:30 Inauguration and Opening Addresses:**

**Mogens Schmidt**, Deputy Assistant Director-General for Communication and Information, UNESCO

**Richard Boidin**, Director of External Broadcasting, Ministry of Foreign Affairs (France)

**Jean Réveillon**, Secretary General, European Broadcasting Union (conference chair)

**Javad Mottaghi**, Director, Asia-Pacific Institute for Broadcasting Development

### **Media and cultural diversity**

As the number of communication channels increases, so does media coverage of national, local and regional news, politics, culture and religion. How can broadcasters ensure that their reporting leads to greater mutual knowledge, respect for cultural diversity, freedom of expression and tolerance?

**11:00-13:00 Session 1  
Media, Minorities and Mediation**  
Media, religion and culture  
Minority audiences and the media  
Mediating peace in turbulent times

**Chairman** **Shashi Tharoor**, UN Under-Secretary-General for Public Information

**Speakers** **Tian Jin**, Vice Minister, People's Republic of China  
**Dr Chandra Muzaffar**, President, International Movement For A Just World (JUST)  
**Tony Mary**, Director General, Vlaamse Radio- en Televisieomroep (VRT), Belgium  
**Rashid Arab**, France Télévisions  
**Cristina Loglio**, International Marketing, RAI, Italy

**13:00-14:30 Address by François Bonnemain, CEO of TV5 MONDE**

## Media control and freedom of expression

Many countries used the advent of broadcasting to extend the power of the state, both in Asia-Pacific and Europe. More recently, concern has grown that globalisation and media monopolies are limiting freedom of expression. Since the political changes in Europe of the 1990s, recognition has grown of how independent public service broadcasting can secure pluralism, freedom of expression and the citizen's right to information. But there are still countries where journalists risk their lives even in times of peace.

**14:30-16:00**

### **Session 2**

#### **Public service broadcasting – the case for independence**

From state control to market control: will media ever be free?

Media ethics and standards in the information society

**Chairman**

**Joan McKain**, Manager, Governance Support and International Relations, Australian Broadcasting Corporation, (ABC), Australia

**Speakers**

**Kiran Karnik**, President Nasscom, India

**Ross Biggam**, General Director, Association of Commercial Television in Europe (ACT)

**Chu Pui-hing J.P.**, Director of Broadcasting, Radio Television Hong Kong (RTHK), People's Republic of China

**Nigel Chapman**, Director, BBC World Service

**16:30-18:00**

### **Session 3**

#### **Muting the media**

Media credibility and accountability

Empowering the citizen through community media

Safety of journalists in peacetime and war

**Chairman**

**Guillaume Chenevière**, Chairman, World Council for Radio and Television

**Speakers**

**Wadah Khanfar**, Managing Director, Al-Jazeera, Qatar

**Toshiyuki Sato**, Director General, International Affairs, NHK, Japan

**Narayan Rao**, Executive Director, New Delhi Television Ltd (NDTV)

**Rodney Pinder**, Director, International News Safety Institute (INSI)

## **Day 2 – Tuesday 12 September 2006**

### **New media for an equitable knowledge society**

Information technology can play a positive role in many areas of life, from governance and education to conflict resolution and employment, from human rights monitoring to the management of natural resources. How can the broadcasters of Asia-Pacific and Europe harness and promote the new technologies as effectively as possible?

**09:15-10:45**

#### **Session 4**

##### **ICTs and development: broadcasters' perspective**

Casting a wider net: broadcasters on the web

Intellectual property: must there be losers as well as winners?

**Chairman**

**David Astley**, Secretary General, Asia-Pacific Broadcasting Union (ABU)

**Speakers**

**Min Eun Kyung**, Head, International Relations, Korean Broadcasting System, (KBS), Republic of Korea

**John Bernander**, Director General, Norsk Rikskringkasting AS (NRK), Norway

**Ling Pek**, Director, (Media Policy), Media Development Authority, Singapore

**Werner Rumphorst**, Legal Director, European Broadcasting Union (EBU)

**10:45-11:00**

#### **Presentation of the French National Audiovisual Institute**

**Emmanuel Hoog**, CEO INA

**11:30-13:00**

#### **Session 5**

##### **Reaching the hard-to-reach**

Broadcasters, ICTs and conflict resolution

Media, ICTs and governance

Connectivity to all with no restraint on location

**Chairman**

**Pattareeya Sumano**, Deputy Director General, National Broadcasting Services (NBT), Thailand

**Speakers**

**Oleg Dobrodeev**, Chairman, All-Russian State TV and Radio Broadcasting Company (RTR), Russia

**Ken Clark**, Fiji TV, Fiji

**Giuliano Berretta**, Chief Executive, Eutelsat

**Ishadi SK**, President Director, PT Televisi Transformasi Indonesia

**13:00**

**Address by Antoine Schwarz, CEO of RFI**

## Old Media, New Media

Radio is the ideal medium to reach everyone, including the poor and illiterate, and new technology has made radio production at local level more feasible than ever before. Can radio empower communities to take advantage of the digital opportunities? Can Europe and Asia-Pacific learn from each other's experience of community radio? How can broadcasters use the new technologies to retain old audiences and viewers?

**14:30-16:00**

### **Session 6**

#### **The resurgence of radio: voices of the people**

Marconi's invention and its continued relevance today

Satellite radio and community radio

Suitcase radio and digital mobility

**Chairman**

**Simon Spanswick**, Chief Executive, Association for International Broadcasting (AIB)

**Speakers**

**Jonathan Marks**, media anthropologist; Director, Critical Distance BV, Amsterdam

**Shri Brijeshwar Singh**, Director General, All India Radio (AIR), India

**Gilles Schneider**, Secretary General in charge of news and current affairs, Radio France

**Jean-Gabriel Manguy**, Head, Radio Australia, ABC

**16:30-18:00**

### **Session 7**

#### **Bridging the divide**

From AM and FM to DAB and DRM

Capacity building

Webcasting and the future of international broadcasting

**Chairman**

**Manuel Gonçalves**, President & CEO, Teledifusão de Macau SARL, People's Republic of China

**Speakers**

**Jan Hoek**, Director General, Radio Netherlands (RNW)

**R. Rajamahendran**, Chairman/ Managing Director, Maharaja Organization Ltd, Sri Lanka

**Guido Baumhauer**, Director of Distribution, Deutsche Welle

**Najib Rooshan**, Director General Radio Television of Afghanistan, (RTA)

## Day 3 – Wednesday 13 September 2006

### **A dialogue of civilizations**

Old and new media alike are amenable to local production and global consumption. While celebrating our diversity, can we not underscore our unity as human beings? What can we do to overcome the barriers of language, customs, lifestyles and worldview?

**09:15-10:45**

#### **Session 8**

##### **Exploring diversity, enjoying differences**

Cultural challenges to globalization  
Local visions of the global information society

**Chairman**

**Shashi Tharoor**, UN Under-Secretary-General for Public Information

**Speakers**

**Prof A. Mohajerani**, Former Minister of Culture and Information, Iran  
**Boris Bergant**, Deputy Director General, RTVSLO Slovenia, Vice-President, EBU  
**Parni Hadi**, President Director, Radio Republik Indonesia (RRI), Indonesia  
**Jean Mino**, Director General, Canal France International (CFI)

**11:15-12:45**

#### **Session 9**

##### **Mediating dialogue between Asia- Pacific and Europe**

Strengthening areas of common interest in Asia-Pacific and Europe  
Inter-regional cooperation  
More voices needed?

**Chairman**

**Mogens Schmidt**, Deputy Assistant Director-General for Communication and Information, UNESCO

**Speakers**

**Javed Jabbar**, Chairman South Asian Media Association and Former Minister of Information & Broadcasting, Pakistan & Vice President of IUCN, World Conservation Union, Pakistan  
**Elizabeth Smith**, Secretary General, Commonwealth Broadcasting Association (CBA)  
**Francis Herman**, CEO, Fiji Broadcasting Corporation Ltd (FBCL), Fiji  
**Giuseppe Richeri**, Dean of the Faculty of Communication Sciences, University of Lugano, Switzerland

**12:45-13:15**

#### **Closing session**

**Erik Bettermann**, Director General, Deutsche Welle  
**Javad Mottaghi**, Director, AIBD  
**Jean Réveillon**, Secretary General, EBU

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United Nations – UN  
United Nations Educational, Scientific and Cultural Organization – UNESCO  
International Telecommunication Union – ITU  
United Nations Development Programme – UNDP  
Commonwealth Broadcasting Association – CBA  
World Radio and Television Council – WRTVC  
France Télévisions – FT  
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