



6 October 2009

FOR IMMEDIATE RELEASE

## **ABU urged broadcasters to fight against copyright piracy**

**at the 46<sup>th</sup> ABU General Assembly in Ulaanbaatar, Mongolia**

Members of the Asia-Pacific Broadcasting Union (ABU) have urged broadcasters in the region to lobby their governments to support an international Broadcasters' Treaty that will protect the rights of broadcasting organisations, particularly against copyright piracy.

The 46th ABU General Assembly in Ulaanbaatar recommended that broadcasters encourage their governments to back the adoption of a proposed World Intellectual Property Rights (WIPO) Broadcasters' Treaty.

The assembly heard that piracy of broadcaster's signals remained a major problem in many countries in the region.

It also heard calls for broadcasting unions to fight for more realistic sports rights fees, to enable less affluent broadcasters to bring important sporting events to their viewers.

"If bread costs \$1, a poor man will buy it, but if it costs \$10, he will simply take it and eat it," a representative of a major broadcaster said.

The General Assembly on 5-6 November, hosted by Mongolia's national broadcaster, MNB, brought together about 360 delegates from 38 countries. The assembly was preceded by meeting of the ABU Programme Committee, Technical Committee and Sports Group, among others.

In another important move, ABU broadcasters pledged to step up their role in the fight against climate change. The General Assembly adopted an 'Ulaanbaatar Declaration on Climate Change' through which members resolved to expand public knowledge and understanding about climate change and its solutions.

Another highlight was a session in which ABU member broadcasters discussed how they were tackling the economic downturn. The ideas put forward included joint venture projects, co-productions, free programme exchanges and tighter production budget controls.

The ABU Technical Committee has agreed to focus on an IP-based file transfer system and production work flows, while the ABU Programme Committee will launch a new TV visual arts project called 'DigiSta Teens' in 2011.

A new ABU Vice-President was elected today. He is Datuk Ibrahim Yahaya, Director-General of RTM-Malaysia. He replaces Dato' Abdul Rahman bin Hamid, whose term finishes at the end of the year.

BTV-Mongolia was admitted a new Associate Member.

Two new members of the ABU Administrative Council were elected today. They are PBC-Pakistan and TPT-Thailand. Another member, TRT-Turkey, was re-elected for another three year term.

Japan's public broadcaster, NHK, will host the 47th ABU General Assembly in Tokyo in 2010.

## **ULAANBAATAR DECLARATION ON CLIMATE CHANGE**

### **Considering**

- 1) that ABU members recognise that as broadcasters they have a responsibility to provide the audiences of the Asia-Pacific with knowledge and information to improve people's lives;
- 2) that climate change is a threat to humankind and an urgent impediment to the future prospects and wellbeing of all our nations, undermining our efforts to build social capital and strong economic systems in our countries;
- 3) that broadcast media have a critical role to play in the fight against climate change and that Asian and Pacific broadcasters can make a very important contribution to climate change information dissemination, awareness, behaviour change and prevention in our countries;
- 4) that ABU and its members have partnered successfully with the Asian Development Bank in an 18-month project on climate change solutions;
- 5) that ABU members have already taken significant actions, such as 'Lights Off' and 'Green Radio' programmes; and,
- 6) that this is also an opportunity for ABU members to reaffirm our common humanity and to strengthen our bonds with one another.

### **The ABU General Assembly declares**

- 1) that ABU members resolve through our organisations to expand public knowledge and understanding about climate change and its solutions;
- 2) that ABU members intensify efforts to combat climate change by ensuring that our organisations at all levels understand climate change as a developmental, national and corporate priority;

- 3) that ABU members prioritise the integration of climate change-related messaging and information across radio, television and all new media platforms, and all programme genres;
- 4) that ABU members devote substantial and increased radio and television broadcast airtime in both peak and shoulder periods and utilise new media for all climate change-related communication and programming;
- 5) that ABU members recognize the importance of international cooperation to help ABU members, particularly those in smaller developing countries, to implement effective climate change initiatives;
- 6) that ABU members endeavour to make quantifiable commitments to increase the availability of content on climate change through the exchange of audiovisual material and the broadcast of programme items at local, national and international levels;
- 7) that ABU members dedicate the resources and broadcasting space needed to comprehensively report on the UN Copenhagen Climate Change Conference in December 2009 and on follow-up actions; and
- 8) that ABU members develop and promote broadcasting industry standards in environmental management and set quantifiable targets for a reduction in their own carbon footprints.

## **Background on climate change**

Climate change will have many manifestations in Asia and the Pacific, according to the Asian Development Bank, and measures are needed to protect the most vulnerable from the adverse effects of sea level rise, melting glaciers, more frequent and severe storms, greater variability of rainfall, and other predicted impacts.

According to the IPCC Working Group II Report "Impacts, Adaptation and Vulnerability" countries in the Asia-Pacific region will experience climate induced variation causing severe impacts on agriculture and food security, coastal populations, marine ecosystems, human health and more. Without any further increase in global carbon emissions, crop yields in Asia are predicted to fall up to 10% by 2020 causing an additional 49 million people to be vulnerable to hunger. Millions of residents of coastal areas in Bangladesh, India, the Maldives and all Pacific Islands will be affected by rising sea levels and more frequent and severe weather events. To respond to these challenges, massive concerted action from public, private and civil society actors will be needed, especially to address the needs of low-income populations.

The poor are disproportionately vulnerable to climate change because of high-dependence on natural resources and limited livelihood and mobility options. These communities are highly sensitive to changes in the natural environment and are aware of climate change impacts in their everyday lives. However, the same communities do not often have access to policymakers involved in defining responses to climate change or to information about responses in other similar locations.

Informed and well-equipped national broadcasters can help to drive dialogue about climate change to be more responsive to the needs of the most vulnerable populations in the Asia Pacific.

# ABU PRIZES 2009

The full list of the ABU Prizes 2009 winners and commendations are provided below:

## **PROGRAMME: RADIO categories**

### **Children & Youth**

Winner: RRI, Indonesia

Special Commendation: KBP-ABS-CBN/DZMM, Philippines

### **Documentary**

Winner: NAB/Tokyo FM Broadcasting Co. Ltd, Japan

Special Commendation: KBS, Rep of Korea

### **Drama**

Winner: CNR/RTPRC, People's Rep.of China

Special Commendation: RNZ, New Zealand

### **External Broadcast**

Winner: CRI/RTPRC, People's Rep.of China

### **Infotainment**

Winner: IRIB, Islamic Rep. of Iran

### **News**

Winner: RTHK, Hong Kong

### **Special Jury Prize**

Winner: MNB, Mongolia

Special Commendation: Saba Media Organization, Afghanistan

## **PROGRAMME: TELEVISION categories**

### **Children**

Winner: MNB, Mongolia

### **Documentary**

Winner: KBS, Rep of Korea

Special Commendation: SBS, Australia

Special Commendation: MBC, Rep of Korea

### **Drama**

Winner: NHK, Japan

Special Commendation: TBS, Japan

### **Entertainment**

Winner: NAB/YTC, Japan

### **News**

Winner: RTHK, Hong Kong

### **Sports**

Winner: NHK, Japan

### **Youth**

Winner: IRIB, Islamic Rep. of Iran

**Special Jury Prize**

Winner: SABA Media Organization, Afghanistan

**TECHNICAL:****ABU Broadcast Engineering Excellence Award 2009**

Winner: Law, Man Hoi Wicky  
Engineering Manager  
Phoenix Satellite Television Co Ltd, Hong Kong

**ABU Engineering Industry Excellence Award 2009**

Winner: Tay Joo Thong

**ABU Technical Review Prize 2009 - Best Article Award**

Paradigm Shift in the Broadcasting Industry  
Winner: Mock Pak Lum  
Managing Director Technologies MediaCorp Pte Ltd, Singapore

**ABU Technical Review Prize 2009 - Commended Article 1**

Nobuyuki Hiruma  
NHK Science & Technology Research Laboratories

**ABU Technical Review Prize 2009 - Commended Article 2**

P Seebaluck, K Carooppunnen, R Armoogum, A Laval & J Gopaul  
Mauritius Broadcasting Corporation  
And P Heeramun  
MultiCarrier (Mauritius) Limited

**NEWS: Dennis Anthony Memorial Award 2009****For best contribution to Asiavision**

Winner: NHK, Japan

**Asiavision Annual Awards 2009**

DDI-India for most news flashes  
RTB-Brunei & MCOT-Thailand for overall quality contributions

**CLIMATE CHANGE REPORTING: TELEVISION category**

Winner: Constance Cheng, CNN-Hong Kong  
Winner: Emani Krishna Rao, DDI-India

**CLIMATE CHANGE REPORTING: RADIO category**

Winner: Veronika Meduna, RNZ-New Zealand

**HIV/AIDS PROGRAMME: TELEVISION category**

Winner: Wong Yuk Kuen, TVB-Hong Kong

**HIV/AIDS PROGRAMME: RADIO category**

Winner: Ashok Kumar Mishra, AIR-India

**About the ABU**

The Asia-Pacific Broadcasting Union (ABU) is a non-profit, non-government, professional association of broadcasting organisations, formed in 1964 to facilitate the development of broadcasting in the Asia-Pacific region. It provides a forum for promoting the collective interests of television and radio broadcasters, and engages in activities to encourage regional and international co-operation between broadcasters. It currently has more than 200 members in 56 countries, with its broadcaster members reaching a potential audience of over 3.7 billion people. The ABU is the third largest of the world's eight broadcasting unions, but covers the largest geographic area of the world. For more information, please visit [www.abu.org.my](http://www.abu.org.my).

For queries or more photographs, please contact:

Sidney Yap  
Publications Officer  
E-mail: [sidney@abu.org.my](mailto:sidney@abu.org.my)  
Website: [www.abu.org.my](http://www.abu.org.my)