



Asia-Pacific & Europe Media Dialogue 2007

Millennium Development Goals & the Media



Conference Venue:
World Congress Center, Bonn, Germany

Date:
3 - 5 September 2007

Programme

Day 1 – Monday 3rd September

1000 – 1130

Session 1 – Official Opening - Media and development

By September 2007 we're exactly halfway towards 2015, the year in which eight MDGs should have been reached. There's surprising news – some of those goals are on target in Europe and Asia. Over the next few days we've invited inspiring minds to share insights into what still needs to change and the role of media in bringing about that change. As always, the interesting trends are happening on the edges where the electronic media overlap with other industries and disciplines. We hope the conference will stimulate a conversation enabling us to think about next steps.

Erik Bettermann

Director-General, Deutsche Welle

Bernd Neumann

Minister of State to the Federal Chancellor
Federal Government Commissioner for Culture and Media

Fritz Pleitgen

President, European Broadcasting Union (EBU)

Dr Javad Mottaghi

Director, Asia-Pacific Institute for Broadcasting Development (AIBD)

Eveline Herfkens

Executive Coordinator for the Millennium Development Goals Campaign, New York

Presenter

Priya Palsule

DW-Akademie

1130 – 1200

Coffee Break

1200 – 1300

Session 2 – It's all about access - Globalisation, international broadcasting and regulation

People who have access to personal computers, mobile phones and high-speed Internet technologies are able to engage in the "new economy" through distance learning, e-commerce, business-to-business transactions, political discourse, global communications and entertainment services. Many poor people not only suffer from physical and human deprivation but also lack a voice in decisions that affect their lives. A key ingredient of a country's effective development strategy is knowledge sharing and enhanced transparency.

To reduce poverty, some argue that we must liberate access to information and improve its quality and relevance. People with better information are empowered to make better choices. In this respect, independent media are not a luxury. They are at the heart of equitable development. The media can expose corruption. They can keep a check on public policy by throwing a spotlight on government action. They let people voice diverse opinions on governance and reform, and help build public consensus to bring about change. They can facilitate trade, broadcasting ideas and sharing innovation across boundaries.

But in some countries in Asia and Europe professional media have lost the monopoly on the mass-distribution of ideas. Peer-to-peer systems like You-tube and Joost are seeing explosive growth.

Moderator	Simon Spanswick, Founding-Director, Association for International Broadcasting (AIB)
Speaker	Maurice Newman AC Chairman, Australian Broadcasting Corporation
Panelists	Caroline Howie Head of Asian Department, BBC World Service Trust
	Dr Ishadi SK President & CEO, Televisi Transformasi Indonesia
	Sheng Yilai Director, CCTV's Overseas Service, People's Republic of China
	Werner vom Busch Director, Media Programme Asia, Konrad Adenauer Stiftung, Singapore

1300 – 1430 **Lunch** (Hosted by Astra)

1430 – 1530 **Session 3 – Serving the Public with Media**

As media businesses become more commercialized, public service obligations in many instances are being sidelined. What sells determines content. Quality programming suffers. Diversity of voices remains much to be desired. Some countries have resorted to strengthening public service broadcasting (PSB), independent of the state to better serve the public. Others remain skeptical, concerned about PSB's independence, accountability and financing. How can media promote public interest through public service broadcasting? Who defines public interest? What are workable best practices?

Moderator	Rajendra Sharma Deputy Executive Director of Radio Nepal
------------------	--

Panelists	Kiran Karnik President, NASSCOM, India
------------------	--

	David Wood Head of New Technology, European Broadcasting Union
--	--

	Kunda Dixit Editor, Nepali Times, Nepal
--	---

	Deborah Bergamini Director of Marketing, RAI
--	--

	Georges Lory, Director International Affairs, Radio France International
--	--

1530 – 1600 **Tea Break**

1600 – 1610	Address	Ong Keng Yong Secretary General, ASEAN
-------------	----------------	--

1610 – 1700 **Session 4 –What on earth is happening?**

The number of natural disasters has tripled in the last 30 years, yet the key to survival is not more aid but better information for the people affected. In 2005, the world responded more generously to people's humanitarian needs than at any time

an example, the US Library of Congress could store its 26 million books on 26 terabytes of disk space. Storage isn't the cost - scanning is. Costs are now at about €7 a book in India, €24 in Europe. It would take €570 million to put the entire LoC on line. The real issue is a legal one - the majority of books are under copyright and out of print. What is a fair royalty to the author?

How can broadcasters be part of the digital libraries?

Moderator **Sue Malden**
Independent Media Archive Management Specialist and
Chairperson, Federation of Commercial Audio Visual
Archives (FOCAL International)

Panelists **Edwin van Huis**
Director-General, Netherlands Institute for Sound and
Vision and President, FIAT/IFTA

Johnson Paul
Deputy Director, Publishing and Research Services,
National Library Board, Singapore

1800 Admittance, Deutsche Welle Main Entrance

1830 **Deutsche Welle Reception**

Welcome Remarks: **Erik Bettermann**
Director General, Deutsche Welle

Keynote Message: **Peter Hintze**
State Secretary, MdB, Germany

Keynote Speech: **Jürgen Hambrecht**
Chairman of the board of BASF AG and Chairman of the
Asia-Pacific Committee of German Business (APA)

Buffet Dinner

Exhibition « **Arts of the World/India** » by Gerd F. Trautmann

Day 2 – Tuesday 4th September

0930 – 1100 **Session 6 – It's not a clash between Christian and Islamic civilizations**

The media is fuelling a split between believers and non-believers. The benefits of globalisation are obvious: faster growth, higher living standards, and new opportunities. Yet a backlash has begun, because these benefits are so unequally distributed, and because the global market is not yet underpinned by rules based on shared social objectives.

Moderator **Javed Jabbar**
Former Minister of Information, Pakistan

Keynote Speaker **Dr Chandra Muzaffar**
President JUST, Malaysia

Panelists **Wadah Khanfar**
Director General, Al Jazeera Network, Qatar

Adrian Moynes
Managing Director, RTE, Ireland

Mogens Schmidt

Deputy Assistant Director-General, Communication and Information Sector, UNESCO

Dr Klaus Schreiner

Conflict and Islamic Advisor to the Aceh Reconstruction and Rehabilitation Programme, GTZ (German Technical Cooperation)

Dr Shaban Shahidi Moaddab

Former Vice-President of Islamic republic of Iran Broadcasting (IRIB) and Former Deputy Minister of Culture, Iran

1100 – 1130 **Coffee Break**

1130 – 1145 **Presentation of 2008 Beijing Olympic Games**

Gao Changli

Deputy Director, Beijing Olympic Organising Committee, People's Republic of China

1145 – 1245 **Session 7 – If the future is female, then kids win too!**

Eliminating gender discrimination and empowering women will have a profound and positive impact on the survival and well being of children. Gender equality produces the “double dividend” of benefiting both women and children and is pivotal to the health and development of families, communities and nations, according to the UNICEF The State of the World's Children 2007.

Despite progress in women's status in recent decades, the lives of millions of girls and women are overshadowed by discrimination, disempowerment and poverty. Girls and women are disproportionately affected by HIV/AIDS and women in most places earn less than men for equal work. Education levels among women, says the report, correlate with improved outcomes for child survival and development. A recent study by the International Food Policy Research Institute found that if men and women had equal influence in decision-making, the incidence of underweight children under three years old in South Asia would fall by up to 13 percentage points, resulting in 13.4 million fewer undernourished children in the region.

Without female role models in the media, there will be a brain drain of some of the most talented people in the sector; women are traditionally under-represented in media in many parts of the world. Public broadcasters are not representing the public unless their management structure reflects the population's make up. Are there case studies for change? How can media help to break clichés and empower women? How do you change brain drain into brain gain? The session will also look at e-learning and examine the relationship of media with e-learning schemes.

Moderator

Jai Chandiram

Executive Director, Fortune Institute of Communication and Television, India and former President of the World Women Association

Panelists

Dagmar Skopalik

Head, Department International Relations, and Deputy Controller International Affairs ZDF, Germany

Solita Collas-Monsod

Former Economic Minister, Republic of the Philippines

Stephan Klaus Ohme

Commissioner for the MDGs, German Federal Ministry for Economic Cooperation and Development (BMZ)

Moneeza Hashmi

General Manager, International Relations, HUM TV,
Pakistan

1245 – 1300

“Boundless Speech”

Interviewer:

Rochsana Soraya

DW World Farsi

Gualtiero Zambonini

Commissioner for Integration and Cultural Diversity
Westdeutscher Rundfunk (WDR)

Frans Jennekens

Integration Commissioner

Nederlandse Programma Stichting (NPS), Netherlands

1300 – 1430

Lunch (Hosted by RFI, RNW, RAI)

1430 – 1745

Session 8 – Which role can media play in fighting stereotypes & discrimination?

Stereotypes are as old as mankind. They reflect ideas and images that one group or society holds about others who are different from their own. In the era of mass-communication, media play a crucial role in creating and perpetuating stereotypes. They may reflect the biases of journalists or may just be used for providing a quick identity for a person or group that is easily recognized by the audience. Deadlines looming, it is sometimes faster and easier to use stereotypes to characterize a person instead of providing for a more complex explanation.

When features such as gender, nationality, religious beliefs, ethnic background, profession, age or social status are associated with certain expectations and limit the chances of a person or a social group in society, stereotypes turn into prejudices and can lead to discrimination.

At the same time, media can also help to prevent discriminatory behavior by offering balanced information and unprejudiced reporting. In order to do so, media have to be(come) aware of their responsibilities and understand the dynamics of how stereotypes are produced and diffused.

This Open Space Session provides all participants with the opportunity to share their experiences and start a dialogue about how media in Asia and Europe are facing those challenges. With the help of experienced moderators, participants are asked at the start to jointly create their own agenda by raising subjects they are passionate about. In the following, they can host their individual discussion groups, e.g. about topics such:

Are there regional differences in using stereotypes both between and within Asian and European countries? What kind of stereotypes are most likely to be reproduced unquestioned? What effects does the usage of stereotypes have on social and political developments? And how can media contribute to overcome cultural misunderstanding within different societies? Can we identify best practices for doing so?

How can journalists best be trained to act and react sensitively in an environment where discrimination is omnipresent? With whom lies the responsibility to provide such training? What can management do to organize an institution to work according to such principles?

What effects do different types of media like radio, television, print media or the internet have in spreading and challenging stereotypes? And in how far do stereotyping and discrimination hinder achieving the MDGs?

Facilitators

Jost Wagner

German consultant, trainer and facilitator based in Thailand

Janice Lua

Co-Founder, Facilitators Network Singapore

Tea, coffee and soft drinks will be available during the whole session

1745 – 1830 **Plenary discussion of points raised in the Open Space Session**

1900 **DHL boat trip & dinner**

Day 3 – Wednesday 5th September

0900 – 1000 **Session 9 – The magic to come - enabling conversations**

Opening video showing how major media organisations are changing in Europe and Asia, how are they facing competition, how is their role changing?

No matter what media you're in, there are those who say the days of "traditional media" are numbered. In the international media, the shakeout has begun, with a new breed of players in the marketplace, both public and commercial. So what are the strategies for those who plan to be in business in 2020? How will they adapt to serve the different segments of society who are putting increasing demands on traditional thinking? What about user-generated content – what impact is it having and what are the longer-term implications for broadcasters in the Asia and Europe regions? What are the successes so far?

Moderator

Jonathan Marks

Media Anthropologist and Director, Critical Distance

Panelists

Li Ruigang

President, Shanghai Media Group, China

Alessandra Paradisi

Secretary General, COPEAM (Permanent Conference of the Mediterranean Audiovisual Operators)

Min Eun-Kyun

Head & Executive Director of the International Relations Team, Division of Global Affairs, Korean Broadcasting System

Mesake Nawari

CEO, Fiji TV, Fiji

Agnès Levallois

Head, Arabic Channel, *France 24*

1000 – 1015 **Session 10 – Inspiring Minds II**

Making media sustainable

A 15-minute interview with experts on how mobile TV will build on the success of broadcasters' initiatives with SMS interaction with audience and the desire audiences have to access their media any time, anywhere.

Interviewer **Zohra Chatterjee**
Joint Secretary (Broadcasting), Ministry of Information &
Broadcasting, India

Interviewee **Thomas Wächter**
Head, Product Management Business Unit Radio T-
Systems Media & Broadcast, Germany

Kim Jin Kwon
Deputy Director of KBS Contents Strategy Team, Korean
Broadcasting System, Korea

1015 – 1045 **Coffee Break**

1045 – 1130 **Session 11 – Radio in the podcasting era**

It's the podcast era and some predict it will have a major influence on traditional radio, both AM and FM, as we know it today. Others say radio is dying altogether because of the rapid emergence of podcasting and satellite radio. The business world is beginning to see podcasts as an efficient way to distribute information to employees or targeted clients.

Traditional radio should acknowledge that its function essentially as a music jukebox would soon be gone. New media technologies are creating competition, providing more for the user experience. They include P2P line sharing, online music clearing houses like iTunes, portable MP3 players, other smart and media phones, and the enormous podcasting wave. What do the future hold for DRM, digital satellite radio, radio webcasting and shortwave and medium wave AM broadcasts? How should traditional radio embrace convergence? How should it promote its uniqueness and thematic content? What synergy can be pursued between traditional radio and new media technologies?

The session features a panel discussion among electronic media specialists from Europe and Asia-Pacific.

Moderator **Sitiveni Halofaki**
Acting CEO, Fiji Broadcasting Corporation Ltd, Fiji

Panelists **Asaad Sameer Bagharib**
SVP New Media & Radio Technology, MediaCorp
Technologies Pte Ltd, Singapore

Chan Yiu-wah
Head of Radio One, Radio Television Hong Kong
(RTHK), SAR, People's Republic of China

Guido Baumhauer
Managing Director of Strategy, Marketing & Distribution,
Deutsche Welle, Germany

Bryan Coombes
Broadcast Director, *VT Communications*

1130 – 1215 **Session 12 – Drawing Conclusions**

Speakers from broadcasting and related industries give their five minute personal vision on their preferred future between now and 2015. Having heard the discussion at the conference, where do they believe the emphasis should lie? What do they recommend is done between now and the next Media Dialogue, to

ensure the conversations continue? What incentives can the industry offer (awards schemes?) to make this happen?

This session will pick-up on the themes that have emerged from the pre-conference activities. Moderator allows for interventions from the audience.

Moderator: **Adelheid Feilcke-Tiemann**
Director International Relations, Deutsche Welle, Germany

Contributors **Mohamed Nasheed**
Minister of Information & Arts, Maldives

Pattareeya Sumano
Deputy Director General, National Broadcasting Services (NBT), Thailand & President AIBD General Conference

Adilah Shek Omar
Deputy Director-General, Radio Television Malaysia (RTM)

Caroline Petit
Chief, Media Partnerships, United Nations

Elizabeth Smith
Secretary-General, Commonwealth Broadcasting Association (CBA)

Guillaume Chenevière
President, World Radio Television Council, Switzerland

Janet Boston
Director, Thomson Foundation, Cardiff, UK

Katherine Farnon
Head of Strategy, *Radio Netherlands Worldwide*

1215 - 1230

Closing Remarks (To marry the MDGs with the media)

- **Erik Bettermann**, Director General, Deutsche Welle
- **Dr Javad Mottaghi**, Director, AIBD
- **Invitation to the 3rd Asia-Pacific & Europe Media Dialogue, 28 – 29 September 2009** by **Jan Hoek**, Director General, Radio Netherlands Worldwide

1230

Transfer to the City Hall

1300

Reception by the Lady Mayor of Bonn, followed by lunch and city tour

Welcome address by Bärbel Dieckmann, Lady Mayor, City of Bonn

Master of Ceremony: Jose Maria G Carlos and Fabian Pianka
--