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Asia Media Summit 2006

Pre-Summit Workshop on
ICTs for prosperity:
Potential and challenges for broadcasters

28 May 2006: 9 am to 5 pm

Venue:
The Orchid Room
2nd floor, Hotel Nikko
Kuala Lumpur, Malaysia

This workshop is brought to you by
Global Knowledge Partnership, www.globalknowledge.org
and
TVE Asia Pacific, www.tveap.org

The workshop recognises that broadcasting is an integral part of information and communication technologies (ICT). At the same time, broadcasters can help broaden and deepen the discussion on how other ICTs -- which includes fixed and mobile phones, computers and Internet -- can add value to lives, livelihoods and society. This is an attempt to briefly discuss how.

Objectives

Specifically, this workshop seeks to:

- explore how broadcasters can promote ICTs for economic prosperity through appropriate journalistic coverage of ICT policies, practices, issues and constraints;
- discuss how broadcast media can play a role in promoting tolerance among cultures, countries and regions;
- identify practical constraints and limitations in the coverage of ICT issues in the broadcast media, with a view to addressing them; and
- nurture partnerships between broadcasters and ICT players in government, industry, academia and civil society.

The workshop, conducted in English, will have a mix of presentations, discussions and video screenings.

09:00 - 09:15	<p>Welcome and introductory remarks by:</p> <ul style="list-style-type: none"> • Rinalia Abdul Rahim, Executive Director, Global Knowledge Partnership • Nalaka Gunawardene, Chief Executive Officer, TVE Asia Pacific
09:15 - 09:30	<p>Self introductions by participants and resource team <i>In 60 seconds or less, tell us who you are, where you work, what you do, and what your expectations of this workshop are!</i></p>
09:30 - 10:00	<p>Screening 1 Screening extract from <i>The Digital Dividend</i> TV debate, recorded in Geneva in October 2005, and broadcast on BBC World and other channels on the eve of the World Summit on the Information Society (WSIS) Tunis (Full synopsis below; DVD copy of this will be given to every participant)</p>
10:00 - 10:30	<p>Presentation 1: Going digital: imperatives and choices for broadcasters After a century of the radio, and several decades of television, the broadcast landscape is now undergoing rapid change due to the proliferation of digital technologies. Newer ICTs of Internet, Personal Computers and mobile phones are changing how people access news, information and entertainment. Interactivity and audience participation are increasing. We raise some questions:</p> <ul style="list-style-type: none"> • How can mainstream broadcasting adapt to survive in the current broadcast and new media environment? • How to cope with increasingly fragmented audiences? • Is media convergence hyped or real? • Where and how does locally relevant content come in? • In what ways can broadcasters promote the public interest in today's highly competitive and commercialized market? <p>By Abdur Rauf, Director - Infotainment, Geo TV, Pakistan</p>
10:30 - 11:00	Discussion time
11:00 - 11:30	Tea/coffee break
11:30 - 12:00	<p>Presentation 2: Beyond gadgets and gimmicks: Using ICTs to promote public interest and social issues Are ICTs a panacea that will fix all problems of development? Or simply a powerful new tool that needs to be applied carefully to avoid widening the existing disparities? We take a quick and critical look at the newer ICTs (computers, Internet, mobile phones) and try to place them in the wider context of media and economic globalization. We will ask questions such as:</p> <ul style="list-style-type: none"> • How do we tap newer ICTs and turn the digital revolution to our advantage, and for the benefit of poor and marginalized people?

	<ul style="list-style-type: none"> • What policies, practices, technologies are best suited for this? • How do we advocate change in our own countries, and globally? • Where does the public interest get served? • Who speaks for the poor and other disadvantaged groups? <p>By Alan Alegre, Executive Director, Foundation for Media Alternatives, The Philippines</p>
12:00 - 12:30	Discussion time
12:30 - 13:00	<p>Screening 2</p> <p>Extract from <i>The Code Breakers</i>, the latest documentary on free and open source software (FOSS), broadcast on BBC World in mid May 2006 (Full synopsis below; DVD copy of this will be given to every participant)</p>
13:00 - 14:00	Lunch break
14:00 - 15:00	<p>Panel discussion</p> <p>Where are the real ICT stories for broadcast?</p> <p>Moderated by Nalaka Gunawardene, Director/CEO, TVE Asia Pacific</p> <p>All the ICT policy, regulation, diplomacy and inter-governmental debates don't excite the average viewer - in fact, they are complete non-starters. That's why Tunis wasn't a big story for most broadcasters. The real stories of ICT lie beneath all the hype, in situations where technologies - smartly applied - solve real world problems for real people.</p> <ul style="list-style-type: none"> • How do we find out, investigate and tell these real world stories really well? • What are the practical difficulties when covering ICT stories? • What has the media done, and what more can media do? <p>We will be asking a panel of 3 - 4 persons for their views. Panel will comprise selected participants and resource persons.</p>
15:00 - 15:30	<p>Launching <i>Digits4Change</i>, a new series of short TV capsules produced by TVE Asia Pacific where we go in search of ICTs solving real world problems in different parts of the Asia Pacific.</p> <p>Introduced by Manori Wijesekera, Executive Producer Followed by screening of 4 selected stories:</p> <ul style="list-style-type: none"> • <i>Dragon Online</i> (Bhutan) • <i>Connecting Islands</i> (Indonesia) • <i>Compassionate Data</i>(Cambodia) • <i>Moving Mountains</i> (Pakistan) <p>(Full synopses below; DVD copy of this will be given to every participant)</p>
15:30 - 15:45	Tea/coffee break

15:45 - 16:00	Discussion on the usefulness of packaged material such as <i>Digits4Change</i> and how participants' stations might be involved in co-producing future stories for the on-going series
16:00 - 16:30	The way forward: how can we work together after AMS 2006? What is the best mechanism to sustain interest in covering ICT stories on broadcast television: <ul style="list-style-type: none"> - Producing editorially independent new material? - Making available production grants to each TV station? - Organising capacity building workshops and field visits? - Creating a network of broadcast professionals for ICT coverage? We will also spend a few minutes discussing the key points to communicate to the main Asia Media Summit on May 29.
16:30 - 17:00	Screening 3: <i>The Code Breakers</i> - balance to be screened
17:00 - 17:10	Concluding remarks by GKP and TVE Asia Pacific

Synopses of films being screened

Digital Dividend: A Television Debate

Information and communications technologies (ICTs) have become an integral part of how we live, work and spend our leisure time. Ranging from telephone, radio and television to computers and internet, these tools enable the gathering, processing and dissemination of information and ideas faster than ever before in human history.

How can these ICTs help reduce poverty, create more jobs, generate income and add value to people's livelihoods? And how can we prevent them from widening existing disparities in our societies? These and other questions were addressed in this high level TV debate that was recorded in Geneva, Switzerland, a few weeks ahead of the World Summit on the Information Society (WSIS) was held in Tunis, Tunisia, in November 2005. The debate was initially broadcast on BBC World TV on 22 October 2005, followed by regional and national broadcasters across the world.

The Debate was staged by Dev.tv, a non-profit association of media professionals, in collaboration with the UNDP Asia Pacific Development Information Programme (UNDP-APDIP), Swiss Agency for Development and Cooperation (SDC) and the Global Knowledge Partnership (GKP). An invited audience of 50 leaders from government, industry, academia and international organisations - all dealing with ICT issues - participated in the debate that had representation from all the geographical regions of the world. Many participants argued that ICT initiatives will be more successful if they respond to people's information needs and wants. Information, and not technologies, mattered more.

The debate must continue - in the living rooms and seminar rooms across the planet.

Language: English

Year of production: 2005

Duration: 45 minutes

Filmed in: Geneva, Switzerland

More information: <http://www.apdip.net/news/ictpovertydebate>

The Codebreakers

Documentary on Free/Open Source Software and Development

Microsoft has dominated the world of computing for many years, with its heavily guarded 'code' being beyond reach to many in the developing nations. In some of the poorest countries the cost of upgrading an operating system to keep up with the rest of the world amounts to a year's wages, and there are few legitimate options.

The poorest countries are now beginning to use free and open source software (FOSS), a software that parallels many of Microsoft's programmes but with the major difference being that they are distributed free of charge and can be altered by computer programmers who are allowed unfettered access to the 'source code'. FOSS has been around for over 20 years but most PC owners are not aware that the Internet search engines and many computer applications run on FOSS.

The crew of independent producers who made the film went around the world to see how the adoption of FOSS presents opportunities for industry and capacity development, software piracy reduction, and localization and customization for diverse cultural and development needs. Stories include computer and Internet access for school children in Africa, reaching the poor in Brazil, tortoise breeding programmes in the Galapagos, connecting villages in Spain, and disaster management in Sri Lanka. The documentary also includes interviews from key figures around the world: Intel, IBM, Sun and Microsoft all seem to agree that FOSS is a welcome presence in computer software.

But can FOSS bridge the digital divide? That still remains an open question.

Language: English

Year of production: 2006

Duration: 45 minutes

Filmed in: Brazil, Galapagos Islands, India, South Africa, Spain, Sri Lanka, Thailand, Tunisia

More information: <http://www.apdip.net/news/fosdoc>

Digits4Change: new series from TVE Asia Pacific

Dragon Online: One of the last Asian countries to connect to the Internet, Bhutan is today using online instructions to rapidly train more teachers. We visit Thimphu and Samtse to find out more.

Compassionate Data: Digital Divide Data (DDD) trains disadvantaged youth in computer skills and English, and employs them for data-processing work outsourced from the West. We visit their headquarters in Phnom Penh to discover how it works.

Mission: Possible: Several dozen Indian government, civil society and private sector organisations have joined hands as the National Alliance for Mission 2007 to take the benefits of ICT-led development to 600,000 villages across India.

Connecting Islands: Indonesia's Open University is using ICTs to make higher education available to all who seek it, no matter where they are in the world's largest archipelago.

Weaving Locally, Trading Globally: Women in Northern Pakistan's Hunza area are accessing a global marketplace for their handicraft through the web.

Moving Mountains: A tele-health project allows people in Northern Pakistan to consult city-based medical specialists right from their local hospital.

Language: English

Year of production: 2005

Duration: 6 x 5 minutes

Filmed in: Bhutan, Cambodia, India, Indonesia, Pakistan

More information: <http://www.tveap.org/news/0605d4c.html>

This workshop is co-organized by the Global Knowledge Partnership (GKP www.globalknowledge.org), and TVE Asia Pacific (TVEAP, www.tveap.org), and sponsored by GKP.