

ABU TV-CON 2024



ABU TV-CON 2024, hosted by Sharizan Borhan on July 2, 2024, featured insightful presentations from speakers from Australia, Bhutan, China, India, Iran, Japan, Korea, Lebanon, Mongolia, Nepal, Russia, Thailand, Turkey, and Vietnam.

The event was initiated with a speech by H.E. Mr Nie Chenxi, Member of the Standing Committee of the National Committee of the Chinese People's Political Consultative Conference, Chairman of The China Netcasting Services Association (CNSA). CNSA had in the previous day signed a Memorandum of Understanding (MoU) with ABU on content exchange, intercultural visits and other knowledge-sharing activities between the two organisations. In his speech, Mr Nie Chenxi said that he believes that the establishment of ABU CON-FEST 2024 reflects ABU's vision and serves the broadcasting media in the Asia Pacific, and that it was a great platform to exchange ideas on peace and developments in broadcasting.

TV-CON opened with Khairy Jamaluddin (KJ) as the keynote speaker. He is a former politician and current media personality, sharing his journey from politics to radio to podcasting. The first session showcased four winners of the 60th ABU Prizes. Tian Mei from CMG/CCTV – China presented "Journey

of Chinese Art on the Scroll," blending poetry and song to showcase ancient Chinese painting. Mina Youn of KBS – Korea introduced "Hello Baby Birds," a children's program inspired by a Bird Care Project involving 25 families. Yuki Umehara from NHK – Japan presented "Discharged by Death," an investigative documentary on psychiatric hospital abuse. Finally, Hiroyuki Shirakawa from NHK – Japan presented "Nature's Hidden Miracles: The Secret Life in Plants," exploring plant communication.

The second session was a panel discussion moderated by Shivane Thapa from NTV – Nepal. Panellists included Dato' Kamil Othman, Chairman of FINAS – Malaysia; Kevin Foo, COO of 8TV in Media Prima – Malaysia; Lijun Wang, Director of Documentary Centre of SMG – China; and Ta Bich Loan, General Director of VTV3 of VTV – Vietnam. The conversation revolved around the topic of "Production & Distribution of Content in Asia-Pacific."

The next session is called Drama/Entertainment Parade which brings together resounding speakers from our members; including TRT's Deputy Channel Coordinator, Furkan Gundogan who showcased the dynamics of genre that TRT has produced over the years. NHK's Senior Producer in the Entertainment Division, Kazunori Aoki who showcased the development of digital technology named "NHK Plus" and a new program that focuses on music, "Venue 101". MNB's Director of Children's Program, Ariunjargal and RTM's Producer in Drama Division, Ikhsan Sukiman brought the topic of the challenges of producing children's drama and how to improve the content to cater to the younger audience.

After lunch, we received Datuk Suhaimi Sulaiman, Director General of RTM – Malaysia to talk about his experience in RTM particularly in the topic of news to which he came up with an idea of rewriting news to adapt to the new age of media.

The third edition of 60 Seconds Pitch featured representatives from Radiodays Asia, RTM – Malaysia, THAIPBS – Thailand, RTR – Russia, PB/DD – India, and ABU – Malaysia. Participants promoted their upcoming projects within one minute each.

TV-CON 2024 concluded with announcements from Hanizah Hamzah, Head of TV of the Programme Department from ABU – Malaysia. She showcased the upcoming activities of the ABU Programme Department, including ABU Prizes 2024 and the ABU TV Song Festival 2024.