

Annex 3

Contribution Form

ITU Regional Development Forum for Asia-Pacific (RDF-ASP)

Digital transformation and innovation for a sustainable and equitable digital future:
Supporting the SDGs

Organized by the International Telecommunication Union

13-15 September 2023

Bangkok, Thailand

Bangkok Time (GMT+7)

Please note that submitted information will be presented during the RDF-ASP P2C Roundtables and it will also be reflected on the pledging platform of the Partner 2 Connect Digital Coalition.

Once completed send to ITU-RO-AsiaPacific@itu.int

CONTRIBUTION FORM

ORGANIZATION: Asia Pacific Institute for Broadcasting Development, Malaysia

FOCAL POINT: Ms Philomena Gnanapragasam, Chief Executive & Secretariat Director,
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TITLE: Enabling Sustainable Broadcast and Media Sector in ASP and beyond

DESCRIPTION OF ACTION: Full membership of the AIBD is confined to sovereign states, and they are invited to designate the broadcasting authority of the country to be the beneficiary. The AIBD currently has 26 Full Members (countries), represented by 43 organisations, and 50 Affiliate Members (organisations) with a total membership of 93 representing 46 countries and regions and over 50 partners in Asia, Pacific, Europe, Africa, Arab States and North America.

The AIBD is mandated to achieve a vibrant and cohesive electronic media environment in the Asia-Pacific region through policy and resource development.

AIBD has been working in collaboration with other United Nations (UN) agencies to formulate policies and build capacity in the Broadcasting and Media (B&M) sectors. As the B&M sector embraces cyberspace for most of its activities and operations, the vulnerabilities expose systems to cyber-attacks. Recent times we have noted increased use of broadband for media delivery. However, there are concerns over sustainability in some of these activities. AIBD has carried out training and capacity-building events over the last few years.

While ITU-R and ITU-T sectors developed various technologies for the future of television and radio, with the ITU-D sector, AIBD has been training and educating media personnel on Artificial

Intelligence (AI), sustainability, online safety, accessibility, diversity, production and delivery of content on multiplatforms.

During AIBD Asia Media Summit, ITU collaborated to educate broadcasters in Asia and the Pacific and beyond on sustainability, AI, accessibility, diversity, inclusive broadcast and media delivery.

Sensitise broadcast and media stakeholders on the value of media literacy, especially for public service broadcasters and regulators on the value of accessible and affordable Radio and Television Broadcasting and to protect and sustain reliable and trustworthy media services.

Public Service Media (PSM) are also the primary means of communicating with citizens in national emergencies. It can be noted that public service media organisations are playing a key role in managing the crisis – not only by continuing to inform, educate and entertain, but also by actively engaging with relevant organisations and the public to ensure that broadcast and broadband infrastructure is used most effectively and efficiently.

Considering the role that broadcasting plays, it is required to keep it sustainable. Broadcasting could facilitate inclusiveness and diversity while accessing quality information and education for all and promote lifelong learning even during disasters.

Following outlines, a small sample of commitment demonstrates through workshops, training, and webinars since the pandemic. In each of the AIBD events, when allowed and relevant, AIBD invited and involved its members.

- I. ITU Workshop on the Future of Television for ASP, 23 April 2021.
- II. ITU GSR Regional Regulatory Roundtable for ASP and regional Economic Dialogue, 8-9 June 2021.
- III. AIBD presented during the Partner2Connect event that highlighting how AIBD could contribute to the Partner2Connect initiative. Generation Connect - ASP Youth Group February 2021.
- V. Gender Equality Forum Technology and Innovation Action Coalition Dialogue, 19 May 2021. Organised by UN-Women with the support of ITU&UNICEF.
- VI. 2021 ITU Global Cyber Drill Interregional Meetings, 15&23 September.

AIBD is committed to the highest level of engagement. AIBD wish to actively engage in human capacity building and facilitating broadcast and media policy formulation for future broadcasting and media.

COUNTRIES in FOCUS:

[Name countries to be impacted by this action] **Samoa, Vanuatu, Fiji**

Please find more information on the ITU-D Priorities, as defined by WTDC-22, here.

YEARS of IMPLEMENTATION: [Tick the relevant boxes or delete the irrelevant items]

2023

2024

2025

RELEVANT ITU REGIONAL INITIATIVE: [Tick the relevant boxes or delete the irrelevant items]

ASP1: Addressing special needs of least developed countries, small island developing states, including Pacific Island countries, and landlocked developing countries

ASP2: Harnessing information and communication technologies to support the digital economy and inclusive digital societies

ASP3: Fostering development of infrastructure to enhance digital connectivity and connecting the unconnected

ASP4: Enabling policy and regulatory environments to accelerate digital transformation

ASP5: Contributing to a secure and resilient information and communication technology environment

Please find more information on the ITU Regional Initiatives 2023-2025, as defined by WTDC-22,

[https://www.itu.int/en/ITU-D/Regional-Presence/AsiaPacific/Pages/v2/2023/ITU-Asia-and-the-PacificRegional-Initiatives-\(2023-2025\).aspx](https://www.itu.int/en/ITU-D/Regional-Presence/AsiaPacific/Pages/v2/2023/ITU-Asia-and-the-PacificRegional-Initiatives-(2023-2025).aspx)

RELATED ITU-D PRIORITIES AS DEFINED BY THE ITU WORLD TELECOMMUNICATION DEVELOPMENT CONFERENCE 2022

Affordable connectivity

Digital Transformation

Enabling policy and regulatory environment

Resource mobilization and international cooperation

Inclusive and secure telecommunications/ICTs for sustainable development

Please find more information on the ITU-D Priorities, as defined by WTDC-22, [here](#).

RELATED ITU PRIORITIES AS DEFINED BY ITU PLENIPOTENTIARY CONFERENCE 2022

Spectrum use for space and terrestrial services

International telecommunication numbering resources

Inclusive and secure telecommunication/ICT infrastructure and services Digital applications

Enabling environment

Please find more information on the ITU Priorities, as defined by PP-22, [here](#)

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