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| Asia-Pacific Institute for Broadcasting Development (AIBD) | |
| Enhancing Media Literacy and Capacity Building for Future Broadcasting and Media | |
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| **Summary:**  This document provides an overview of the collaborative activities of AIBD, Asia-Pacific Institute for Broadcasting Development with ITU in the last three years as an ITU-D Sector Member. It also recommends actions aimed at continued strengthening of efforts to educate, train and build human capacity in accordance with the outcomes of the World Telecommunication Development Conference of 2022 (WTDC-22) in close collaboration with all three sectors of ITU.  **Action required:**  TDAG is invited to note the document and provide engagement, commitment and support to AIBD as deemed appropriate. Commitment from ITU, Member States, broadcast and media organisations to enhanced media literacy is essential for a healthy broadcast and media environment by addressing areas such as sustainability, accessibility, inclusiveness, ethical artificial intelligence, online safety and Cybersecurity.  **References:**  WTDC Resolution 71 (Rev. Kigali, 2022) | |

1. **Introduction**
   1. **Genesis of Asia-Pacific Institute for Broadcasting Development (AIBD)**

The Asia-Pacific Institute for Broadcasting Development (AIBD) was established in August 1977 under the auspices of the United Nations Educational, Scientific and Cultural Organisation (UNESCO). It is a unique regional inter-governmental organisation, servicing countries of the United Nations Economic and Social Commission for Asia and the Pacific (UN-ESCAP) in the field of electronic media development. It is hosted by the Government of Malaysia and the secretariat is located in Kuala Lumpur.

The International Telecommunication Union (ITU), the United Nations Development Programme (UNDP), and the United Nations Educational, Scientific and Cultural Organisation (UNESCO) are the founding organisations of the AIBD and they are non-voting members of the General Conference.

The Institute seeks to fulfil this mandate by mobilising the intellectual and technological resources available within the national broadcasting organisations of its member countries as well as regional and international bodies through a well-established infrastructure and networking mechanism which includes government agencies, non-governmental organizations, institutions of higher learning, private sector and individual professionals.

* 1. **Background**

The World Telecommunication Development Conference in 2022 (WTDC-22) revised and adopted Resolution 71 (Rev. Kigali, 2022[[1]](#footnote-1)) to promote the active involvement of current Sector Members in ITU-D activities, including participation in the work of ITU-D study groups.

Resolution 71 brought more focus to the strengthening of cooperation between Member States, Sector Members, Associates and Academia of ITU-D, with its instruction to BDT to work closely with ITU-D Sector Members, Associates, and Academia for their participation in the successful implementation of the Kigali Action Plan.

AIBD has been working in collaboration with other United Nations (UN) 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. 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 multiplatform.

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.

The ITU is committed to connecting the world, virtually every facet of modern life – in business, culture or entertainment, at work and home – depends on information and communication technologies. Though WTDC is focused on the ITU Development Sector, let’s review the mission of the ITU Radio communication Sector is to ensure rational, equitable, efficient and economical use of the radio-frequency spectrum by all radiocommunication services, including those using satellite orbits, and to carry out studies and adopt recommendations on radiocommunication matters. This mission lies within the broader framework of the purposes of ITU, as defined in Article 1 of the ITU Constitution and is, in particular, to "maintain and extend international cooperation among all the Member States of the Union for the improvement and rational use of telecommunications of all kinds".

AIBD has been maintaining a close relationship with ITU and collaborated over the last four decades, especially related to broadcasting, to train regional broadcasters through capacity-building initiatives.

Access to information and education are human rights. During the unprecedented times of the recent pandemic, Broadcasting organisations (especially Public Broadcasting Media organisations) have proved their significance to provide information and education to their audience in a precise and accurate manner related to COVID-19. Even, UNESCO, WHO and UN studies endorsed the role of the media. Broadcasters can provide such services without any barrier, or gatekeeper and is affordable and trustworthy. Over time, they have proved themselves as a vital catalyst to achieving the Sustainable Development Goals (SDG) of the UN by collaborating with several bodies like ITU, UNESCO, UN-ESCAPE, WHO, etc.

**2. Proposals**

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 sustain broadcasting. Broadcasting could facilitate inclusiveness and diversity while accessing quality information and education for all and promote lifelong learning even during disasters.

1. **AIBD activities with ITU**

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.

1. Regional Radiocommunication Seminar, Asia & Pacific (ASP). The Director AIBD presented in the session on Newest Trends in Broadcasting, on 27 October 2020
2. EQUALS Global Partnership, 27 January 2021. Partner involved: Ministry of Communications, Information Technology Afghanistan, EQUALS Global Partnership & ITU.
3. Generation Connect - ASP Youth Group February 2021. Extended to AIBD members to encourage their respective countries’ youth organisations to join.
4. ITU Workshop on the Future of Television for ASP, 23 April 2021, Director AIBD served as a member of the Programme Committee, Moderator for Session 2: The Future of the Television User Experience and Applications.
5. ITU GSR Regional Regulatory Roundtable for ASP and regional Economic Dialogue, 8-9 June 2021.
6. ITU’s Global Event on Emerging Technology for Connectivity, Session: Post COVID Era: Enabling an inclusive society, 9 July 2021. AIBD members joined the event.
7. The Director of AIBD, Ms Philomena Gnanapragasam presented during the Partner2Connect event that highlighting how AIBD could contribute to the Partner2Connect initiative. Generation Connect - ASP Youth Group February 2021. Extended to AIBD members to encourage their respective countries’ youth organisations to join.
8. ITU Workshop on the Future of Television for ASP, 23 April 2021, Director AIBD served as a member of the Programme Committee, Moderator for Session 2: The Future of the Television User Experience and Applications.
9. Gender Equality Forum Technology and Innovation Action Coalition Dialogue, 19 May 2021. Organised by UN-Women with the support of ITU&UNICEF. Director AIBD served as Facilitator for Action Room for discussion on Invest in Feminist Technology and Innovation.
10. 2021 ITU Global CyberDrill Interregional Meetings, 15&23 September.
11. Regional Radiocommunications Seminar 2021 for ASP, online seminar 11-22 October. AIBD presented in Session 3 on Digital Terrestrial Broadcasting-The future of Audio & TV.
12. **Commitment**

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.

1. **Call for engagement, commitment and support**

ITU and Member States are invited to engage and promote building human capacity in emerging broadcast and media to gain benefits of appropriate technologies while mitigating any ill effects they may present. AIBD also urge the need for building an inclusive media ecosystem with considerations for diversity and accessibility. ITU-D and its Member States are encouraged to collaborate with AIBD to derive the benefits of connectivity, and universal access to trustworthy information.

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1. Resolution 71 (Rev. Kigali, 2022), “Strengthening cooperation between Member States, Sector Members, Associates and Academia of the ITU Telecommunication Development Sector and the evolving role of the private sector in the ITU Telecommunication Development Sector. [↑](#footnote-ref-1)