# NEXT-GENERATION BROADCASTING:
# Challenges and Prospects for Developing Countries: Asia-Pacific Perspectives and Case Studies


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# The future of broadcasting **is not simply about how we deliver content.**

It is about whether people can access the **right information,** on the **right platform,**at the **right time** - and **trust** it.

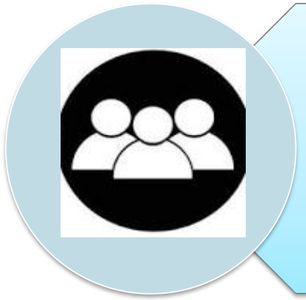


**How can be broadcasters remain relevant, accessible and trusted across platforms in a situation where.....**

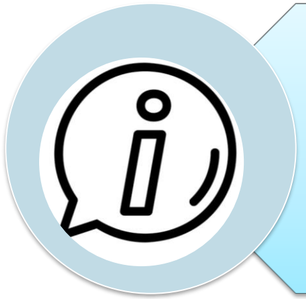
# Three shifts are changing how we create, distribute and consume information.



TECHNOLOGY → FROM AIRWAVES TO EVERYWHERE
DTT • OTT • Mobile • Cloud/IP • AI • Satellite
Production is becoming smarter, faster and platform-agnostic.



AUDIENCES → FROM VIEWERS TO PARTICIPANTS
Linear → On-demand | Mass → Fragmented | Single-screen → Multi-platform
Audiences now choose when, where and how they engage.



INFORMATION → FROM SPEED TO TRUST
UGC • Algorithms • Misinformation • Verification
In an always-on information environment, credibility becomes the currency.

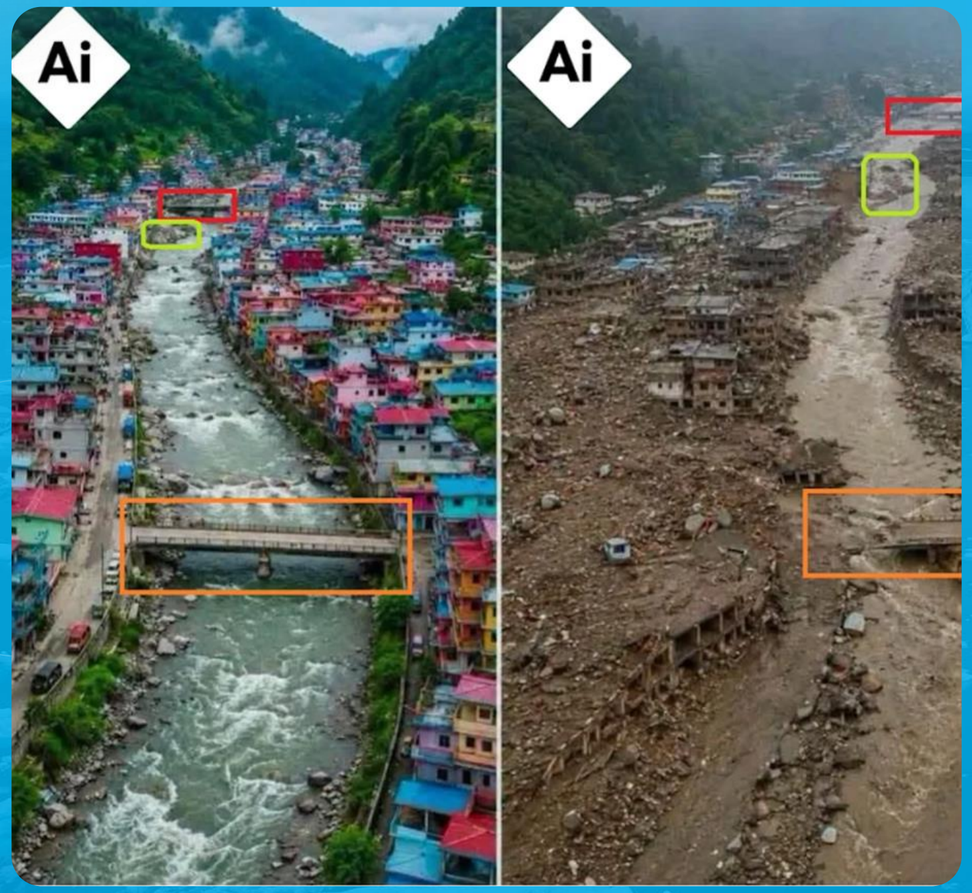
**Broadcaster's role: VERIFY → AUTHENTICATE → CONTEXTUALISE → INFORM**

# When Misinformation Spreads, Trusted Media Matters

- Recent floods in Nepal triggered a surge of misinformation and AI-generated images on social media.
- Trusted broadcasters, including ACORAB & Nepal Television (NTV), community radio stations, and national TV networks, provided reliable and verified updates.
- Community radio delivered localized information, helping people make timely decisions.
- Despite the absence of a fully integrated Early Warning Dissemination System (EWS), broadcasters played a vital role in informing and protecting communities.
- False and unverified content created confusion during a critical period.

**Key Lesson:**

**Effective disaster communication depends not only on technology, but also on trusted media and credible information sources.**




The bridges seen in the "after" image appear much further apart than those in the "before" image. The bridge upstream in the "after" image is also much further from a protrusion along the riverbank than in the "before" picture.

# Nepal Flood Crisis and Early Warning Systems

## Why Broadcasting Still Matters

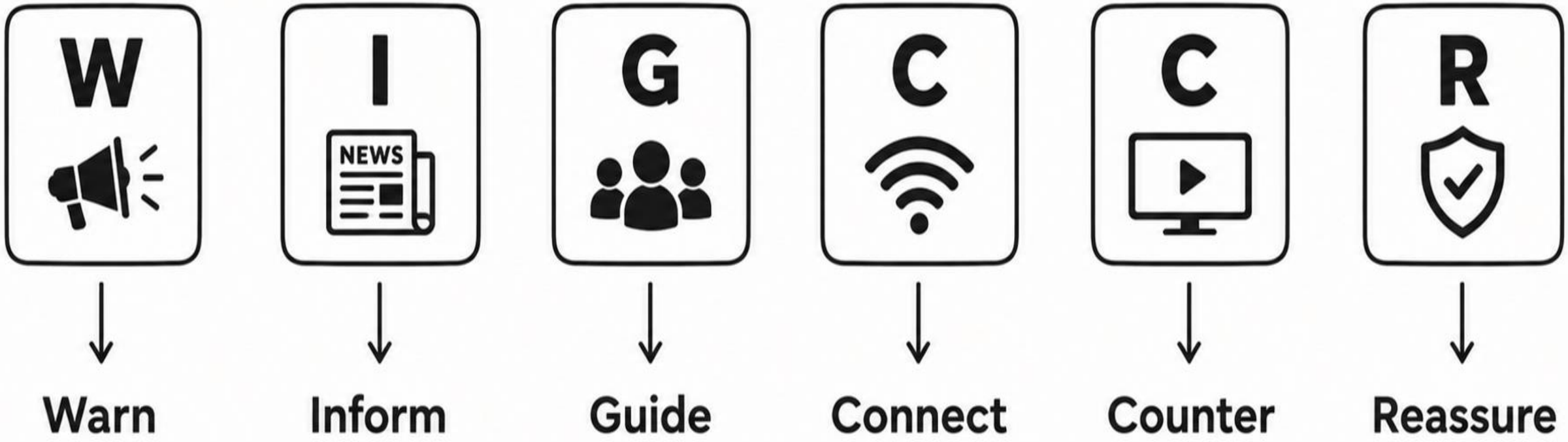
### Key Message:

**Technology may change, but trust remains broadcasting's greatest asset.**

## Trusted Information in a Digital World

- Community radio and conventional media remain the most trusted sources of information during crises.
- Broadcasters provide verified, accurate, and timely information when communities need it most.
- Radio and television continue to reach vulnerable and underserved populations beyond the digital divide.
- In an era of misinformation, trusted broadcasting is a cornerstone of public resilience.

# Early Warning System and Main Stream Media





**When Nepal catastrophic flash floods struck on August 26, 2026, we were meeting the President of Nepal, H.E. Ram Chandra Paudel at President’s Palace in Kathmandu**

# Seychelles Broadcasting Corporation (SBC+)

## Digital transformation of a small-island public broadcaster

- Launch of SBC+ OTT platform in 2024
- Distribution across smartphones, tablets and smart TVs
- Expansion of reach to diaspora communities
- Live streaming, catch-up TV and VOD services
- Edge servers deployed with local ISPs to reduce delivery costs





**Lesson:**

**Broadcasters must evolve from single-channel transmission to digitally integrated media ecosystems.**

# Pacific Islands – Fiji and Emergency Broadcasting

## Building resilience in climate-vulnerable communities

- Cyclones, floods and climate shocks increase communication needs
- National broadcasters remain the most trusted emergency information source
- Need investment in resilient infrastructure and backup systems
- Early Warning for All initiatives emphasize multi-channel dissemination
- Radio remains critical for remote islands and vulnerable communities

**Lesson:**

**Broadcasting is not only media infrastructure; it is resilience infrastructure.**

# Key Challenges for Developing Countries

- Funding and Sustainability of Public Broadcasters
- Digital migration and spectrum management pressures
- Skills, Innovation and Audience Engagement
- Infrastructure Readiness and Broadband Access Gaps
- Competition from global OTT platforms
- Inclusion of Rural and Underserved Communities

# Strategic Priorities and Recommendations

- Promote Hybrid Broadcasting-broadband Models
- Invest in emergency broadcasting and early warning capabilities
- Leverage OTT platforms while preserving public service mandates
- Strengthen regulatory frameworks for convergence
- Encourage regional collaboration and knowledge sharing
- Build digital skills and future-ready newsrooms

# Conclusion

**The Future of Broadcasting is Hybrid, Digital and Audience-centric.**

**Experiences from Seychelles, Nepal and the Pacific demonstrate that next-generation broadcasting can simultaneously drive innovation, strengthen public service media and improve societal resilience.**

**“Speed matters. Accuracy matters more and Lives matter more than that”**

**Thank You !**