

PHILOMENA GNANAPRAGASAM

Ms. Philomena Gnanapragasam is the Secretary-General and Chief Executive Officer of the Asia-Pacific Institute for Broadcasting Development (AIBD), an intergovernmental organization established under the auspices of UNESCO to advance media and broadcasting development across the Asia-Pacific region. She currently leads efforts to reinvigorate AIBD's mandate as a strategic platform for regional cooperation, policy dialogue, capacity building, and knowledge sharing on emerging media and communication issues.

With extensive experience in media development and international collaboration, she works closely with broadcasters, regulators, governments, industry stakeholders, and development partners to address the opportunities and challenges facing the broadcasting sector in an era of rapid technological transformation. Under her leadership, AIBD continues to promote innovation, sustainability, and resilience within the media industry.

A strong advocate for the future of broadcasting, Ms. Philomena encourages the adoption of new digital tools, artificial intelligence, and immersive technologies to enhance the continuity, relevance, and popularity of traditional media among evolving audiences. She is also a vocal champion of preserving adequate spectrum resources for broadcasting, recognizing the critical role of spectrum in ensuring universal access to trusted information, supporting public service media, and sustaining diverse and inclusive broadcasting ecosystems across the region for future generations. (200 words)