



Masterclass on inclusive and resilient Broadcasting development

1 and 2 September 2024

Kuala Lumpur, Malaysia

Report





1. Introduction

ITU Asia and the Pacific Regional Office organized Masterclass on inclusive and resilient Broadcasting development from 1 - 2 Sep 2024. The event was organized as a pre-event during 19th Asia Media Summit (AMS) 2024 which is organized by Asia-Pacific Institute for Broadcasting Development (AIBD) in Kuala Lumpur, Malaysia.

The primary scope of the masterclass was on the role of Broadcasting as an indispensable component of Early Warning Systems (EWS). It highlighted the strengths of traditional and modern broadcasting technologies through which EWS can significantly enhance community preparedness and response which ultimately results in saving lives and reducing the impact of disasters. Masterclass also covered sessions on AI and inclusion, highlighting the potential impact of AI on women and vulnerable groups in society and the need for inclusive approaches to AI development and deployment as well as in broadcasting.

The event was supported by Department of Infrastructure, Transport, Regional Development, Communications and the Arts (DITRDCA) of Australia.

2. Scope and Structure

The event was organized as a physical event and brought together participants working in national broadcasting, disaster management, ICT industry, academia and telecom sector. The sessions details of the event are as follows:

Session 1: AI, Gender Equality, and Social Inclusion – What’s the Connection?

This session reviewed the link between AI, gender equality, and social inclusion. It highlighted the risks AI can pose to women and vulnerable groups in society. It touched upon subjects like gender, algorithmic bias, the feminization of AI, and the real-world implications of discriminatory AI systems. It also showed how gender-blind and gender-neutral approaches to AI can contribute to gender inequality.

Session 2: The Role of Broadcasting and Media in Informing Inclusive AI Policy Making

This panel discussion provided perspectives from different stakeholders on how broadcasting and media can support gender-sensitive and socially inclusive AI policymaking. It brought attention to the risks and opportunities presented by AI to women and vulnerable groups in society, and emphasized the importance of improving the representation of women and minorities in media reporting on AI.

Session 3: Broadcasting in National Early Warning and resilience Strategy

The session looked at the overall role of broadcasting in Early Warning (EW) strategies at the national level and how broadcasting could be embedded into best practices of EW through standardized technologies (e.g., cell broadcasting and location-based messaging, AI, satellite D2D) and protocols like the Common Alerting Protocol.

Session 4: Country Experience



The session provides the platform to share experiences and case studies on how effectively the broadcast media has been used to provide EW information to public. The case studies came from:

1. Nepal
2. Vanuatu
3. Fiji
4. Iran
5. Indonesia
6. Kiribati
7. India

Session 5: Key insights from regional study on Resilient National ICT infrastructure: Considerations based on Gap assessments in Asia and the Pacific

The session shared key outcomes of a regional study conducted by ITU, which involved case studies and best practices in strengthening the resiliency of national digital infrastructure while keeping the costs of services affordable. The study also investigated approaches to preparedness at the policy and regulatory levels and explored impactful strategies for Early Warning (EW) information dissemination and communication.

In addition, the session included an expertise based talk on the psychological impact of disaster on responders and public and key issues to be addressed in making national level interventions.

Session 6: What would be your response if disaster is eminent? Tabletop Exercise (TTX)

In special session on tabletop exercise included scenario-based group activity.

Scenario: *A Category 4 hurricane, Hurricane blast, is forecasted to make landfall in the northern region of your country in 48 hours. The hurricane is expected to bring heavy rainfall, high winds, and a storm surge, posing significant threats to life and property. The region includes both urban and rural areas with a population of approximately 500,000 residents.*

Participants were divided into five groups and to discuss role of the following during a situation of eminent hazard risk:

1. *Emergency Management Team of National Disaster Management Office*
2. *Administration and Regulator (including Public Broadcasting and EW dissemination officials)*
3. *Broadcasters and Media representatives*
4. *Digital Infrastructure operator (telcos, amateur radio operators etc)*
5. *A member of community going to face the hazard (e.g. Community Leader)*

The questions answered were

Question 1: What are Initial Actions Required as the allotted stakeholders as per list above.

Question 2: How would you manage experience from the disaster cycles to fill in gaps?



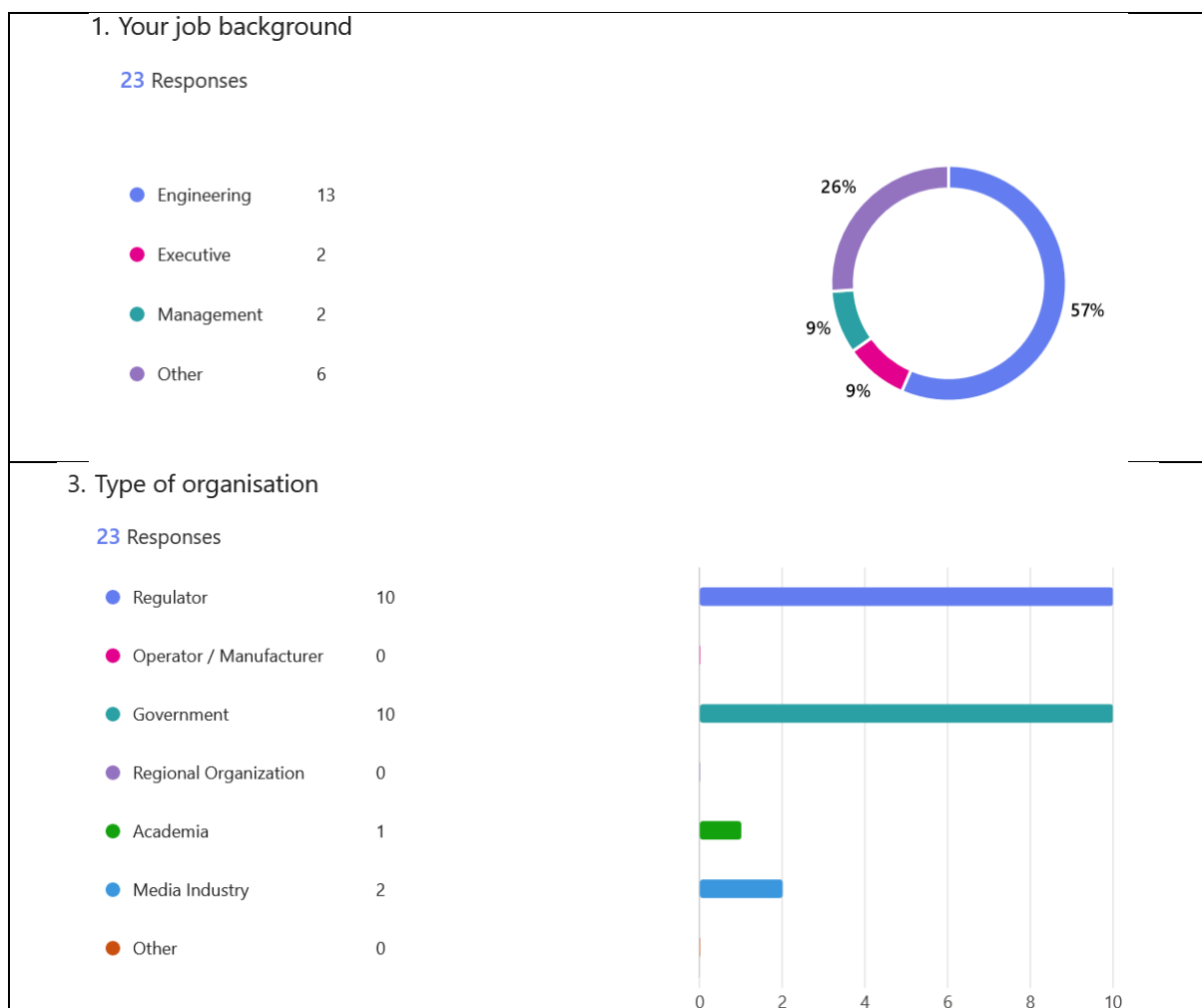
The response from each group is attached as per Annex A.

3. Participation

The event was attended by **45** Participants, representing regulators, administrations and telcos from over **18** countries. The details of the participants are attached as per Annex B.

4. Event Feedback

To get feedback from the participants on the workshop, an online feedback form was developed. The feedback gathered from the participants was generally positive details below. This evaluation serves as a vital feedback mechanism for future development and supports in refining the content, planning, and developing scope of future events.



4. Relevance of Training - I am satisfied with (5 being highest rating)

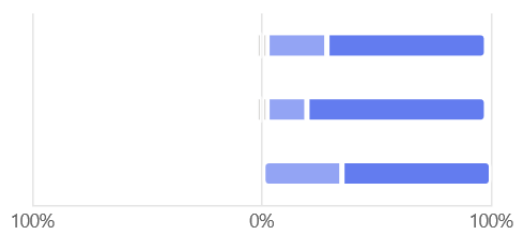
23 Responses

1 2 3 4 5

1. Relevance of content to my work

2. Topics being in line with my expectations

3. Relevance to current technology trends



5. Training Delivery- I am satisfied with (5 being highest rating)

23 Responses

1 2 3 4 5

Time allocated to the sessions

Delivery method used

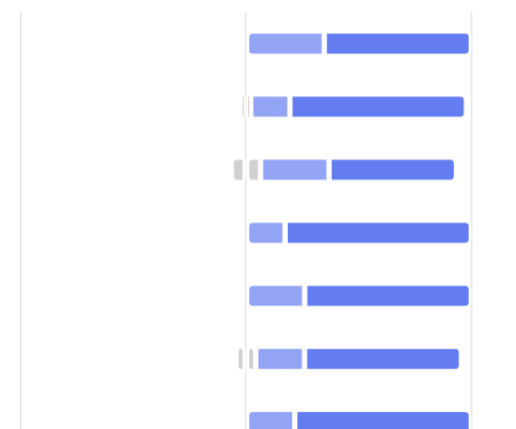
Materials and presentation aids

Facilitator's knowledge of the subject matter

Facilitator's preparedness and presentation skills

Logical sequence of the topics

Illustrations, examples and practice sessions



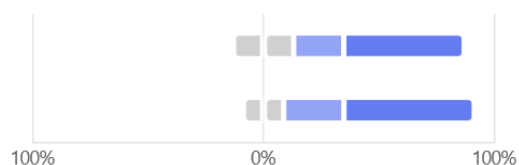
6. Support - I am satisfied with (5 being highest rating)

23 Responses

1 2 3 4 5

Information provided to help with logistics

Registration process and event webpage



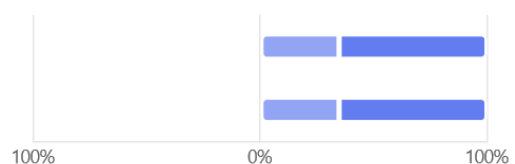
7. D. Overall- I am satisfied with (5 being highest rating)

23 Responses

1 2 3 4 5

The overall delivery and content

How this event met my objectives





What did you like most about the event:

- Sharing of the experiences.
- Tabletop Exercise
- Group working with other countries and the presentation from their own experience
- Asking questions in a new way
- Part of case studies from some of countries
- Everyone was answering from experience
- Selection of topics
- Information and insights provided. Country experiences and their strategy was relatable to my country and was helpful.
- Learning in collaboration with different agencies and countries
- The topic of EWS is interesting while hear from other country's disaster management and technology they use for AWS
- Team exercise and learn from each other's experiences and knowledge.
- Workshop and shared study case from other countries
- The ITU study sharing, and country use case sharing give me more knowledge about the EWS
- The discussions about the role of different stakeholders in saving people's lives during disasters
- Giving information and sharing knowledge
- The participation was from diverse fields of professions so we could have better understood of POV of professionals of different fields as well as could feel their pain points. For Disaster Management, this is key to have collaboration.
- I liked the positive energy and the opportunity to connect with new people.
- Learnt a lot on ICT and Broadcasting in National Early Warning System

What did you least like about the event:

- Registration is difficult
- Sharing information between countries
- Nothing, all topics are great
- Fostering EWS technologies
- Food is not provided
- Venue was not easy to find.
- None
- The AI
- The communication before the event was through email only. One nodal person of the organisers team could have shared of his instant messaging number.
- Stage setup should be bigger and continuous visible and more decorative.
- Sessions running a bit too long before breaks

Things needing improvement:

- More workshops
- More topics and more speakers
- More time may be allocated for sharing the experience
- More number of participants from diverse backgrounds
- Further EWS implementations
- Regular session on EWS to update new technology and system



- Vanuatu and Travel arrangements.
- I prefer to get the presentation/ material while presenting to take note
- None

Other topics to be included:

- Similar ones
- Infrastructure
- Spectrum
- Broadcasting over 5G
- How can we increase the reliability of an information in a crisis situation
- Lesson learnt by various countries and challenge faced for capacity building
- New EWS technology and optimization among countries
- Use of AI in EWS
- Broadcasting Technology on EWS
- NETP
- How to consider developing the National Platform for Digital Terrestrial Television?
- Cyber security
- DIGITAL BROADCASTING IN THE WORLD
- Public Safety Networks like BB- PPDR.
- Regulatory approach for EW4ALL
- Emerging trends and innovations in the industry. Also, Strategies for overcoming common challenges in the field.
- Mental health resilience of media professionals
- Amateur service, its role and case studies on EWS

5. Conclusion and Outcome

Through its interactive and case study-based sharing approach, the event highlighted the key role of the broadcasting sector in EW information dissemination and communication.

The feedback received was generally positive with several comments on increasing the duration of the event and using a simpler registration method.

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ANNEXURES

Annex A: Tabletop group Exercise reporting slides



TTx Report back
slides.pptx

Annex B: Attendance List



Attendance list.pdf