<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Author(s)</td>
<td></td>
</tr>
<tr>
<td>Citation</td>
<td></td>
</tr>
<tr>
<td>Date</td>
<td>1995</td>
</tr>
<tr>
<td>URL</td>
<td><a href="http://hdl.handle.net/10220/2054">http://hdl.handle.net/10220/2054</a></td>
</tr>
<tr>
<td>Rights</td>
<td></td>
</tr>
</tbody>
</table>
Seminar on
The Impact of the Changing Media Environment on Public Service Programming in Asia
September 28-30, 1995 Seoul, Korea
Organised by AMIC and the Korean Broadcasting Institute with support from the FES

**PROGRAMME**

**September 27, 1995**

<table>
<thead>
<tr>
<th>10:15 - 11:15</th>
<th>European Perspectives on the Changing Media Environment and Public Service Programming: The German Experience</th>
</tr>
</thead>
</table>
|               | Chair: Virgilio S. Labrador  
               | Head, Seminars and Institutional Development Programme, AMIC |

**Day 1, September 28, 1995, Thursday**

<table>
<thead>
<tr>
<th>08:00 - 09:00</th>
<th>Registration</th>
</tr>
</thead>
<tbody>
<tr>
<td>09:00 - 09:45</td>
<td>Opening Session</td>
</tr>
</tbody>
</table>
|               | Chair: Dr. Lee Chang-Keun  
               | AMIC Representative for Korea |
|               | Welcome Remarks |
|               | Ho Hyun Um  
               | President  
               | Korean Broadcasting Institute |
|               | Bernd Reddies  
               | Representative  
               | Friedrich-Ebert-Stiftung Korea |
|               | Vijay Menon  
               | Secretary-General  
               | AMIC |
|               | Keynote Address: |
|               | The Changing Asian Media Environment and Public Service Programming |
|               | Abdul Aziz Abas  
               | Director  
               | Tun Abdul Razak Broadcast Training Institute, Malaysia |

<table>
<thead>
<tr>
<th>9:45 - 10:15</th>
<th>Tea Break</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:15 - 11:15</td>
<td>Country Presentations: Public Service Broadcasting: Background, Present Status and Future Prospects</td>
</tr>
</tbody>
</table>
|               | Chair: Prof. Kyu Kim  
               | Dean, College of Social Sciences  
               | Sogang University, Korea |
|               | Prof. Neil Hanley  
               | Head of Mass Communications  
               | Monash University, Australia |
|               | Dr. Sze Man-hung  
               | Senior Lecturer  
               | Lingnan College, Hong Kong |
|               | Akioyoshi Kobayashi  
               | President  
               | NHK International, Japan |

<table>
<thead>
<tr>
<th>12:30 - 14:00</th>
<th>Lunch</th>
</tr>
</thead>
<tbody>
<tr>
<td>14:00 - 15:30</td>
<td>Continuation of Country Presentations</td>
</tr>
</tbody>
</table>
Day 2, September 29, Friday

09:00 - 10:30  Panel Discussion: Deregulation and Commercialisation of the Broadcast Media: Implications for Public Service Programming
Chair: Prof. Woo Hyun Won
Korea University
Will Maligalig
Marketing Director
Philippine Children's Television Foundation

10:30 - 11:00  Tea Break

11:00 - 12:30  Panel Discussion: The Impact of Transnational Broadcasting on Public Service Programming
Chair: Prof. Neil Hanley
Amran A. Hamid
Director of TV
Radio Television Malaysia
Amporn Horcondi
Centre for Educational Technology
Department of Non-Formal Education, Thailand

12:30 - 14:00  Lunch

14:00 - 15:30  Panel Discussion: Policy and Regulatory Framework Governing Public Service Broadcasting
Chair: Prof. R. Karthigesu
H.M. Akram
Secretary
Ministry of Information, Pakistan
Peter Webb
Chairman
Australian Broadcasting Authority
Ling Pek Ling
Director, Policy and Planning
Singapore Broadcasting Authority

15:30 - 16:00  Tea Break

16:00 - 17:30  Plenary Discussion of Working Group Reports
Chair: Vijay Menon
Summary

19:30 - 21:00  Dinner reception hosted by FES Tower Hotel

September 30, Saturday

09:00 - 12:00  Tour of Korean Broadcasting System (optional)

12:00 - 13:00  Lunch hosted by KBS
Afternoon  Departure from Seoul
LIST OF SEMINAR PARTICIPANTS

AUSTRALIA:

1. Mr. Peter Webb
   Chairman
   Australian Broadcasting Authority
   P.O. Box Q500, Queen Victoria Building
   Sydney, NSW 2000, AUSTRALIA
   Tel. (612) 334 7700, Fax. (612) 334 7799

2. Ms. Pat Manser
   Director of Policy and Communications
   Australian Broadcasting Authority
   P.O. Box Q500, Queen Victoria Building
   Sydney, NSW 2000, AUSTRALIA
   Tel. (612) 334 7700, Fax. (612) 334 7799

3. Mr. Neil Hanley
   Senior Lecturer in Mass Communication & English
   School of Humanities and Social Sciences
   Monash University
   Churchill, Victoria 3842
   AUSTRALIA
   Tel. (6151) 226 384, Fax. (6151) 226 359

GERMANY:

4. Friedrich-Wilhelm Freiherr von Sell
   former Director General of West Deutscher Rundfunk (WDR)
   Im Alten Ort
   51597 Morsbach-Appenhagen
   GERMANY
   Tel. 49222 91 6688 Fax: 49-2291-90677

HONG KONG:

5. Mr. Shiu Lo-Sin
   Assistant Director of Broadcasting (Radio)
   Radio Television of Hong Kong
   Broadcasting House
   30 Broadcast Drive
   Kowloon, HONG KONG
   Tel. (852) 2339 6332, Fax. (852) 2338 0279

6. Dr. Sze Man-Hung
   Lecturer, General Education Division
   Lingnan College
   15 Stubbs Road
   Wanchai, Hong Kong
   Tel. (852) 2572 2226, Fax: (852) 2572 5170

INDONESIA:

7. Dr. Lau Tuen-Yu
   Principal Advisor
   PT Indosiar Visual Mandiri
   Jl. Damai No. 11, Daan Mogot
   Jakarta, INDONESIA
   Tel. 221) 3672222, Fax (6221) 565-5756, 565-5733
JAPAN:

8. Mr. Akiyoshi Kobayashi
   President
   NHK International, Inc.
   Daini Kyodo Bldg.
   7-13 Udagawa-cho
   Shibuya-ku, Tokyo 150
   JAPAN Tel. (813) 3464 1823 Fax. (813) 3770 1829

9. Mr. Seiji Nakamura
   Director-General
   NHK Broadcasting Culture Research Institute
   2-1-1 Atago, Minato-ku
   Tokyo 105, JAPAN Tel. (813) 5400-6801 Fax. (813) 5472-4739

10. Ms. Kyoko Ito
    Senior Researcher
    NHK Broadcasting Culture Research Institute
    2-1-1 Atago, Minato-ku
    Tokyo 105, JAPAN Tel. (813) 5400-6846 Fax. (813) 5472-4739

MALAYSIA:

11. Mr. Abdul Aziz Abas
    Director
    Tun Abdul Razak Institute of Broadcasting,
    Radio Television Malaysia
    Angkasapuri, 50614 Kuala Lumpur
    MALAYSIA Tel. (03) 282 1752 Fax. (03) 282 4796

12. Mr. Amran Hamid
    Director of TV
    Radio Television Malaysia
    Angkasapuri, 50614 Kuala Lumpur
    MALAYSIA Tel. (03) 285-7664 Fax. (03) 283-5944

13. Dr. R. Karthigheesu
    Associate Professor
    Communication Programme,
    Universiti Sains Malaysia
    11800 Penang, MALAYSIA Tel. (04) 657 7888 ext.3601/3602
                                Fax. (04) 657 7736

PAKISTAN:

14. Mr. H.M. Akram
    Secretary to Govt. of Pakistan
    Ministry of Information & Broadcasting
    Islamabad, PAKISTAN
    Tel. (9251) 212009/824368 Fax. (9251) 823150
    Personal Office No.(Res 281290)
PHILIPPINES:

15. Ms. Lourdes I. Illustre  
Chairperson of the Board of Directors  
The People's Television Network Inc.  
Broadcast Complex, Visayas Avenue,  
Diliman, Quezon City 1100  
PHILIPPINES  Tel. (632) 921 2344  Fax. (632) 921 3169

16. Mr. Will V. Maligalig  
Marketing Director  
Philippine Children's Television Foundation  
#12 St. John St., Cubao, Quezon City  
Quezon City, PHILIPPINES  Tel. (632) 702 829  Fax. (632) 798 480

SINGAPORE:

17. Ms. Ling Pek Ling  
Director (Policy & Planning)  
Singapore Broadcasting Authority  
World Trade Centre, 1 Maritime Square  
#09-59, SINGAPORE 0409  Tel. (65) 270 8191  Fax. (65) 278 6009/8

TAIWAN:

18. Mr. Ivan Wang  
President  
Chinese Public Television Station Organizing Committee  
100, Lane 75, Kang Ning Road  
Sec. 3, Tung Hu, Taipei  
TAIWAN  Tel. (8862) 632 9533, 633 8002  Fax. (8862) 633 8120

THAILAND:

19. Mrs. Chanthima Choeysanguan  
Chief of Schedule and Programme  
Acquisition Division  
Television of Thailand Channel 11  
Government Public Relations Department  
New Petchaburi Road, Huai Khwang  
Bangkok 10310, THAILAND  Tel. (662) 314 4007, 318 2110 ext. 222  
Fax. (662) 318 2991

20. Ms. Amporn Horcondi  
Head of School Television Section  
Centre for Educational Technology  
Department of Non-Formal Education  
Sri Ayudhaya Road, Raj-Thanee  
Bangkok 10400, THAILAND  Tel. (662) 246 1799  Fax. (662) 245 9038
KOREA

21. Prof. Kyu Kim  
   Dean of Social Sciences  
   Sogang University  
   1 Shinsu-dong, Mapo-gu  
   Seoul, KOREA  
   Tel: 822-705-8377  
   Fax: 822-705-8362

22. Prof. Kwang Ok Kim  
   Department of Communication  
   Suwon University  
   Wauri San 2-2, Bongdam-myon  
   Hwasung-gun, Kyunggi-do  
   Seoul, KOREA  
   Tel: 822-705-8377  
   Fax: 822-705-8362

23. Prof. Woo Hyun Won  
   Department of Mass Communication  
   Korea University  
   Anam-dong 5-ga, Sungbuk-gu  
   Seoul, KOREA  
   Tel: 822-920-1680  
   Fax: 822-925-4797

24. Dr. Soug Min Yoon  
   Senior Researcher  
   Korean Broadcasting Institute  
   700 Seocho-dong, Seocho-gu,  
   Seoul, 137-070, KOREA  
   Tel: 822-580-3864  
   Fax: 822-521-6680

ORGANISERS

25. Mr. Ho-Hyun Um  
   President  
   Korean Broadcasting Institute  
   700 Seocho-dong, Seocho-gu,  
   Seoul, KOREA  
   137-070  
   Tel: 822-588-2363, 580-3805  
   Fax: (822) 521-6680

26. Mr. Vijay Menon  
   Secretary-General  
   AMIC  
   39 Newton Road  
   SINGAPORE 307966  
   Tel. (65) 251 5106  
   Fax. (65) 253 4535

27. Dr. Peter Hering  
   Deputy Secretary-General  
   AMIC  
   39 Newton Road  
   SINGAPORE 307966  
   Tel. (65) 251 5106  
   Fax. (65) 253 4535

28. Mr. Virgilio S. Labrador  
   Head, Seminars and Institutional  
   Development Programme,  
   AMIC  
   39 Newton Road  
   SINGAPORE 307966  
   Tel. (65) 251 5106  
   Fax. (65) 253 4535
29. Mr. Bernd Reddies  
Representative  
Friedrich-Ebert-Stiftung  
Seoul Office  
Rm 1010, Samwhan Bldg.  
98-5, Unni-dong, Chongno-gu,  
Seoul, 110-742 Korea  
Tel: (822) 745-2048/9  Fax: (822) 745-6684

30. Dr. Chang-Keun Lee  
AMIC Rep. for Korea/Associate Prof.  
Dept. of Journalism & Communication Studies, Kwangwoon University  
447-1 Wolgye-Dong, Nowon-gu, Seoul 139-701, KOREA  
Tel. (822) 940 5371  Fax. (822) 942 0109
Seminar on
The Impact of the Changing Media Environment on Public Service Programming in Asia
Seoul, Korea, September 28 - 30, 1995

Venue: Tower Hotel, 5-5, San 2-Ka, Changchung-Dong, Chung-ku, Seoul, 100-392, Korea; phone (822) 236-2121, fax (822) 235-0276. The hotel is centrally located in the heart of Seoul. Discounted seminar rates are available at approximately US$ 116 per day for a single room.

Date: September 28-30, 1995

Organisers: Asian Mass Communication Research and Information Centre (AMIC) and the Korean Broadcasting Institute (KBI), with support from the Friedrich-Ebert-Stiftung (FES)

Background and Rationale
The Asia-Pacific region is booming. Economic growth rates in the developing countries of Asia are far outpacing the rest of the world. The rising standards of living are raising expectations of Asian consumers. The influx of new technologies is also changing the media environment. New media channels are gaining inroads such as direct satellite broadcasting, cable television and interactive communications via the information superhighway. The new communication technologies have broadened the media choices of consumers both in terms of programming content (software) and delivery channels (hardware). Amid all these developments, public service broadcasting has been coping with the changes which have brought about a more competitive environment where public service broadcasting organisations are competing directly with the multiplicity of private broadcasting channels and the new media. Some public broadcasting organisations have resulted to privatisation as a result of the changes.

Public broadcasting organisations have traditionally provided public service programmes such as news, current affairs, educational and informational programmes and documentaries. Public service programmes are not the sole domain of public broadcasters, private broadcasters also have the responsibility to air public service programmes. This is in line with broadcasting, as the allocation of a scarce resource—the airwaves, being essentially a public service. However, there are distinct differences in how a public and a private broadcasting organisation operates and these distinctions carry over their treatment of public service programmes. Deregulation of the broadcast media has opened the field to private broadcasting organisations. With increasing competition from private broadcasting and the new media such as direct broadcast satellites and cable, public broadcasters had to review or change the way it operates, its functions and its programming. The changes has also affected how public service programmes are produced in terms of both quality and quantity. Forced to compete with commercial programmes, public service programmes are increasingly becoming commercialised in nature. As public service programmes perform a vital social function, its continued viability is of great concern. Thus, there is a need to discuss the issue in the light of the changing media environment in Asia.
and one from Asia will also be invited.

Topical Outline of Papers/Presentations

A. Country Presentations: Public Broadcasting: Background, Present Status and Future Prospects

1) Brief historical background on public broadcasting in your country;

2) Structure of public broadcasting
   • the past, present organisational structure and future plans
   • participation of civic, social and political groups in decision-making

3) Policies and Regulatory Framework Governing Public Broadcasting
   • government agency(s) responsible for regulating public broadcasting, their mandate, scope and extend of their regulatory powers
   • general policies and regulations governing public service broadcasting
   • government support or subsidies to public broadcasting

4) Current status of public service programmes
   • types of public service programmes produced and their
   • problems and issues affecting public service programming i.e. competitive pressures from competition from commercial broadcasting and new media outlets such as satellite broadcasts, cable, etc.

5) Problems affecting public broadcasting and responses by government and broadcasting organisations

• impact of competition from the new media channels i.e. direct broadcast satellites, cable, interactives, etc.

6) Future Prospects
   • plans and prospects for development of public service programmes
   • needs in terms of support from the government i.e. policies and infrastructural requirements to further develop public broadcasting
   • responses to the changing media environment

B. Panel Discussion: Deregulation and Commercialisation of the Broadcast Media: Implications for Public Service Programmes

• factors which led to deregulation, i.e. increased competition, liberalisation of the media
• impact of deregulation—opening up to private broadcasters, etc.
• the nature and scope of privatisation of the broadcast media, and how far has it progressed?
• the impact of privatisation of the broadcast media i.e. changes in ownership, financing, programme contents and formats, and organisational performance.
• responses to deregulation by public broadcasting organisations

C. Panel Discussion: The Impact of Transnational Broadcasting on Public Service Programming

• policies and regulation towards transnational broadcasts
the extent to which transnational broadcasts have penetrated the local market

social and cultural impact of transnational broadcasting and how it affects public service programming as far as influencing audience preferences, its effect on the audience share of public service programmes, etc.

the overall impact of privatisation—whether it has resulted in positive or negative changes in the broadcasting environment

implications for public service programming
  - human resource requirements
  - the impact of new programme production technology

implications on how public service programmes are being financed/funded
  - new ways of generating revenue

the new Asian audience and how public service programmes are meeting their needs

evolving role of public service programming in the light of increased competition and privatisation

9. Panel Discussion: Policy and Regulatory Frameworks Governing Public Service Broadcasting

government agency(s) responsible for regulating public broadcasting, their mandate, scope and extend of their regulatory powers