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<tr>
<th><strong>Title</strong></th>
<th>Seminar on the Impact of the Changing Media Environment on Public Service Broadcasting in Asia: September 28-29, 1995, Seoul: [programme]</th>
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<tr>
<td><strong>Author(s)</strong></td>
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## 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

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<tr>
<th>Date</th>
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<tr>
<td><strong>September 27, 1995</strong></td>
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<tr>
<td></td>
<td>19:30 - 21:00</td>
<td><strong>Welcome reception</strong> Montparnasse Room, Tower Hotel</td>
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<tr>
<td><strong>Day 1, September 28, 1995, Thursday</strong></td>
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<tr>
<td>08:00 - 09:00</td>
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<td><strong>Registration</strong></td>
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<td>09:00 - 09:45</td>
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<td><strong>Opening Session</strong></td>
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<td>Chair: <strong>Dr. Lee Chang-Keun</strong> AMIC Representative for Korea</td>
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<td></td>
<td><strong>Welcome Remarks</strong></td>
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<tr>
<td>Ho Hyun Um</td>
<td></td>
<td>President Korean Broadcasting Institute</td>
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<tr>
<td>Bernd Reddies</td>
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<td>Representative Friedrich-Ebert-Stiftung Korea</td>
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<tr>
<td>Vijay Menon</td>
<td></td>
<td>Secretary-General AMIC</td>
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<td><strong>Keynote Address:</strong></td>
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<tr>
<td><strong>The Changing Asian Media Environment and Public Service Programming</strong></td>
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<tr>
<td>Abdul Aziz Abas</td>
<td></td>
<td>Director Tun Abdul Razak Broadcast Training Institute, Malaysia</td>
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<tr>
<td>09:45 - 10:15</td>
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<td><strong>Tea Break</strong></td>
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<td>10:15 - 11:15</td>
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<td><strong>European Perspectives on the Changing Media Environment and Public Service Programming: The German Experience</strong></td>
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<td>Chair: <strong>Virgilio S. Labrador</strong> Friedrich-Wilhelm Freiherr von Sell former Director-General, WestDeutscher Rundfunk Germany</td>
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<td><strong>Plenary Discussion on the Asian and European Perspectives</strong></td>
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<td>11:15 - 12:30</td>
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<td><strong>Country Presentations: Public Service Broadcasting: Background, Present Status and Future Prospects</strong></td>
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<td>Chair: <strong>Prof. Kyu Kim</strong> Dean, College of Social Sciences Segang University, Korea</td>
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<td><strong>Prof. Neil Hanley</strong> Head of Mass Communications Monash University, Australia</td>
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<td><strong>Dr. Sze Man-hung</strong> Senior Lecturer Lingnan College, Hong Kong</td>
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<td><strong>Akiyoshi Kobayashi</strong> President NHK International, Japan</td>
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<td><strong>Lunch</strong></td>
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<tr>
<td>12:30 - 14:00</td>
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<td><strong>Continuation of Country Presentations</strong></td>
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<td>14:00 - 15:30</td>
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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

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

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
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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 have 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 ie. competitive pressures from competition from commercial broadcasting and new media outlets such as satellite broadcasts, cable, interactives, etc.

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

6) Future Prospects
   • impact of competition from the new media channels ie. direct broadcast satellites, cable, interactives, etc.

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

   • factors which led to deregulation, ie. 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 ie. 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

D. 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

• policies and regulations governing public service broadcasting, with respect to, but not limited to:
  - ownership
  - censorship
  - financing
  - programming requirements
  - restrictions on foreign programming
  - investment regime and limits on foreign ownership

• government support or subsidies to public broadcasting
  - medium- and long-term plans for developing the media infrastructure
  - incentives/tax breaks for public service broadcasting

• government responses to problems of public broadcasting

For more information contact:

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The Impact of the Changing Media Environment on Public Service Programming in Asia
Seoul, Korea, September 28-30, 1995