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AMIC Seminar on TV Content - The Asian Way

September 2 - 4, 1998 Bangkok

It is my pleasure to speak to you on behalf of the Hoso-Bunka Foundation. I would like to congratulate, first of all, Mr. Vijay Menon, Mr. Joe Carlos and AMIC on organizing this important Seminar on TV Content - the Asian Way, and you, who came here from various countries in Asia to participate in this seminar.

As you may already know, the Hoso-Bunka Foundation was established by NHK in 1974, nearly 25 years ago, to promote the technical and cultural quality of broadcasting and academic research related to broadcasting. For this purpose, we are pursuing various projects, including the "Asia Speaks Out" project which we have started 3 years ago.

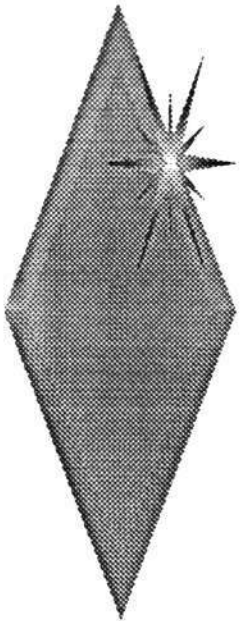
The "Asia Speaks Out" project aims at promoting Asian television programmes among Asian networks, to let them use more Asian programmes through exchange, co-production or sales and acquisition. It also aims at promoting Asian programmes to television networks of other parts of the world so that people in Europe, North and South Americas, and Africa can appreciate the culture of Asian peoples.

Mr. Menon was one of the first friends who agreed with the aim of our project, and this Seminar on TV Content - Asian Way here is the result of our collaboration.

We have another project called the “Asia Now” Documentary Proposals Competition project. This year we are accepting applications for the fourth competition. If you win the competition, you will get production money for your proposal. I have brought copies of its brochure and application form. If you are interested in, please read it carefully and give us your proposals, although we are looking for documentary proposals, not entertainment programme proposals.

Well, no more propaganda. I hope you will achieve good results from this Seminar organized by AMIC and also enjoy your stay here in this bustling and exciting city of Bangkok.

Opening Speech:



Mitsuhiro Uemura
Production Manager
NHK Broadcasting Centre