

ANNUAL ²⁰²⁴ REPORT ²⁰²⁵



Asia-Pacific
Broadcasting Union

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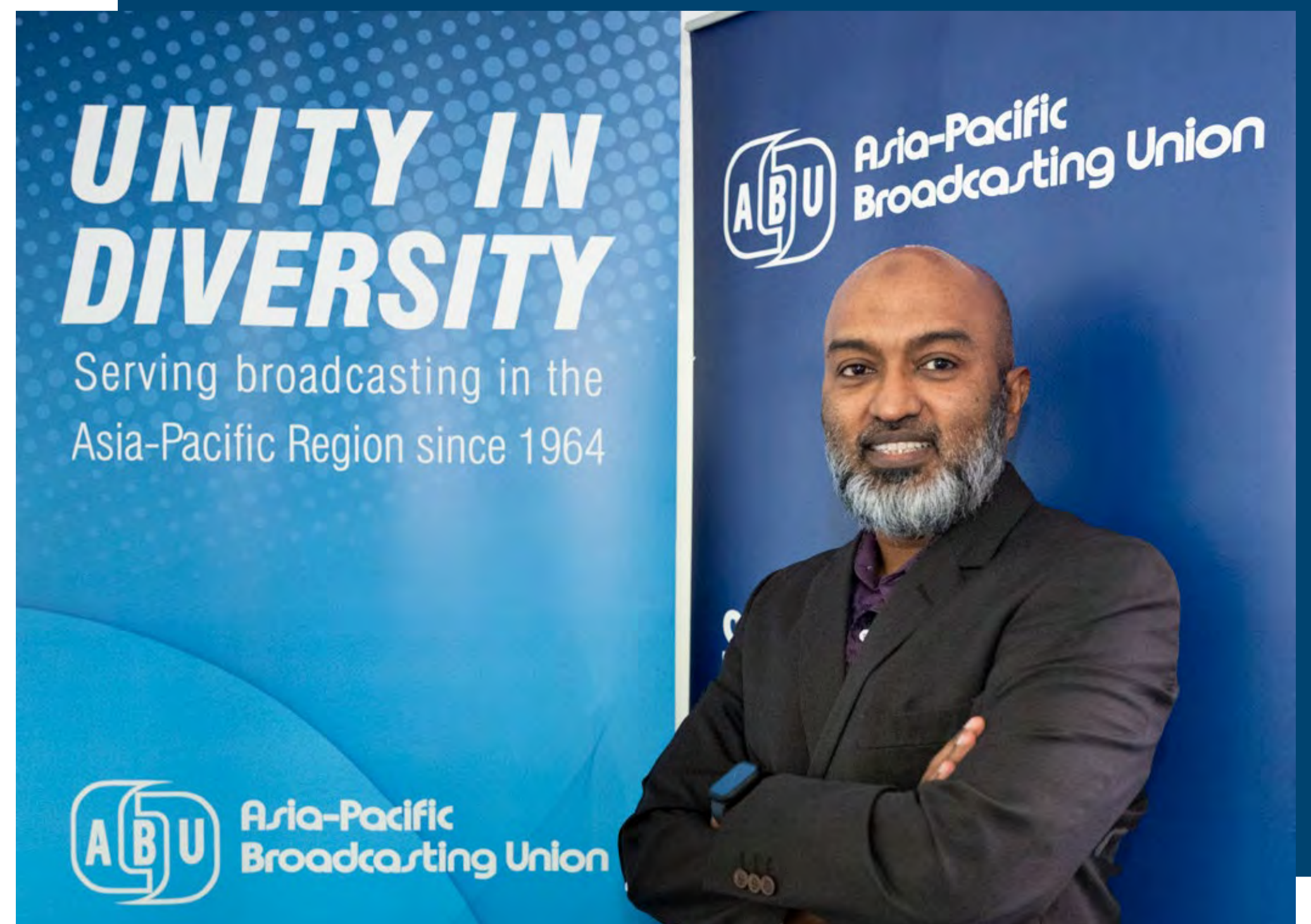
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The Asia-Pacific Broadcasting Union continues to advance its fundamental mission of empowering members to excel in an increasingly complex media landscape. Through enhanced capacity building programmes, strategic knowledge sharing initiatives, and the cultivation of technical and editorial expertise, the Union has strengthened its role as a resource for broadcasters throughout the Asia-Pacific region. This year has seen significant expansion in training opportunities, with particular emphasis on digital transformation, artificial intelligence integration, and innovative storytelling techniques that preserve the integrity of public service broadcasting. The Union also remains deeply committed to addressing the critical challenges that define our era, including climate resilience in broadcasting operations and fostering authentic connections between media organisations and their communities. To achieve these goals, the Asia-Pacific Broadcasting Union has forged meaningful partnerships with media professionals, technology innovators, and industry leaders, creating pathways for members to access exceptional resources and cutting-edge solutions that enhance their capacity to serve their audiences effectively.

SECRETARY- GENERAL'S MESSAGE



It is with considerable pleasure and deep appreciation that I present this annual report, marking my third year as Secretary-General of our Union. This year has been nothing short of extraordinary, characterised by remarkable achievements that have strengthened our collective mission and enhanced our standing within the global broadcasting community. The unwavering support and dedication demonstrated by each of our members continues to inspire me profoundly, and I am genuinely honoured to witness the flourishing partnerships and innovative initiatives that have emerged from our collaborative efforts.

We have strengthened our engagement with members by actively responding to their evolving needs. Through a wide range of activities and major events, we have addressed emerging challenges in the field—providing platforms for dialogue, capacity building, and knowledge sharing.

ABU major events - Digital Broadcast Symposium, ABU Sports Media Conference, ABU CONFEST, and Global News Forum - flourish as prominent industry gatherings that drive transformational change and foster groundbreaking collaborations. These initiatives have enabled members to explore innovative solutions, adapt to technological advancements, and foster meaningful collaborations that strengthen the entire broadcasting community.

Our collaborations with international institutions such as UNESCO and UNDRR have progressed beyond expectations, delivering tangible capacity-building programmes. Our strategic partnerships with leading industry platforms—including BroadcastAsia, CABSAT, and IBC—have further enhanced the visibility of our valued members and are making a genuine impact across the Asia-Pacific region.

The convergence of artificial intelligence (AI), emerging technologies, and shifting audience preferences has presented both exciting opportunities and complex challenges, which our Union has embraced with characteristic enthusiasm and foresight. Through our strengthened alliances within the World Broadcasting Unions framework, we have successfully championed policy initiatives that protect media independence whilst promoting sustainable innovation practices. Most gratifyingly, our steadfast commitment to diversity and inclusion has yielded measurable improvements in representation, both in programming content and within the leadership structures of our member organisations—a testament to our collective dedication to positive social change.

As we look to the future, I am confident that the Asia-Pacific Broadcasting Union is uniquely positioned to lead the global conversation on media excellence, environmental responsibility, and technological innovation. With your continued trust, generous collaboration, and shared vision, we will not only expand our influence but also deepen our positive impact across the region and beyond.

The journey we are undertaking together goes far beyond institutional achievements—it is about shaping a media landscape that values excellence, embraces diversity, champions sustainability, and upholds the public interest with integrity.

I extend my sincere gratitude for your partnership, wisdom, and steadfast commitment to our noble mission.

Ahmed Nadeem
Secretary-General
Asia-Pacific Broadcasting Union

GOVERNANCE

ABU 2024

1ST GENERAL ASSEMBLY AND ASSOCIATED MEETINGS
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ABU governance meetings — including the Administrative Council meetings, Technical Bureau meetings, Programme Committee meetings, Technical Committee meetings, Sports Committee meetings, Diversity and Inclusion Task Group meetings, and others — remained central to shaping strategic direction, driving policy reform, and fostering collaboration among members. Members gathered in person and online to review progress, address emerging challenges, and strengthen the Union’s responsiveness.

These meetings also strengthened engagement between members, enabling the exchange of expertise, and the adoption of forward-looking strategies. ABU’s governance activities in 2024–2025 underscored its commitment to a connected, innovative, and inclusive Asia-Pacific broadcasting community.

ABU Administrative Council Meetings

2024–2025 ABU Administrative Council Meetings remained vital forums for reviewing progress, setting strategic directions, and addressing policy, initiatives, and reforms to strengthen member engagement and collaboration.

118th ABU Administrative Council Meeting

- The meeting focused on pivotal decisions aimed at enhancing the Union’s governance and future direction.
- ABU Secretary-General, Mr Ahmed Nadeem presented a detailed overview of the Union’s recent activities, including proposed changes designed to boost engagement with ABU members.
- With the majority of the 18 elected Councillors present in person, the meeting reflected the Council’s commitment to navigating the rapidly changing media landscape.
- The Planning and Strategy Group (PSG) had already met on 19 October and had laid the groundwork by developing key strategies for the Administrative Council’s discussions.



119th ABU Administrative Council Mid-Year Meeting

- The agenda included the ABU Secretary-General’s report, financial and membership matters, and updates from departments and task groups.
- The meeting was chaired by Pak I Hendrasmo, the ABU Vice President and RRI President Director with fifteen council members present both offline and online.



ABU Technical Bureau Meetings

The ABU Technical Bureau Meetings remained a key platform for advancing broadcasting technology, enabling members to exchange expertise, explore emerging trends, and shape the future of the industry through collaborative initiatives.

The Annual Meeting of the ABU Technical Bureau 2024

- Held on 18 October 2024 in Istanbul, Türkiye, hosted by TRT.
- Attendees included representatives from NHK-Japan, RTPRC-China, PB-India, TRT-Türkiye, NTV-Nepal, TVB-Hong Kong, China, VTV-Vietnam, RTM-Malaysia, and NBT-Thailand.
- Online participants joined from Phoenix TV-Hong Kong, China, Mediacorp-Singapore, IRIB-Iran, VOV-Vietnam, KBS-Korea, and MTV-Sri Lanka.
- The meeting featured updates on members' current projects, discussions on emerging trends, and reports from Topic Area Chairman.

The ABU Technical Bureau Mid-Year Meeting in 2025

- A hybrid event hosted by RTM at Angkasapuri, Kuala Lumpur, with in-person and online participants.
- Updates came from NHK-Japan, RTM-Malaysia, Prasar Bharati-India, TRT-Türkiye, VOV-Vietnam, IRIB-Iran, Mediacorp-Singapore, and Phoenix TV-Hong Kong, China.
- The Chairperson outlined a vision for 2030–2040, focusing on immersive media, satellite transmission integration, and volumetric video for virtual environments.





ABU Technical Committee Annual Meeting 2024

The ABU Technical Committee Meetings continued to play a vital role in guiding the Union's technology agenda, addressing spectrum and transmission issues, and fostering knowledge exchange to keep members at the forefront of broadcasting innovation.

- The ABU Technical Committee, chaired by Masashi Kamei, focused on preparations for the upcoming World Radiocommunication Conference 2027 (WRC-27).

- A key recommendation was made to assess WRC-27 agenda items relevant to broadcasters in the Asia-Pacific region.

- The committee also explored discussions on future technological trends that will shape the industry.

- These included 5G broadcasting, which promises seamless streaming and broader content reach, as well as AI and Big Data, which are expected to enhance predictive analytics and personalised content recommendations.

- The committee's discussions reflect a proactive approach to embracing technological advancements while safeguarding the interests of broadcasters as they prepare for WRC-27 and the future.



ABU Sports Committee Meetings

The ABU Sports Committee Meetings focused on strengthening regional sports broadcasting through content acquisition, digital platform development, co-production opportunities, and preparations for major upcoming events.



2024

- Attended by 9 Committee Members, the Chairperson, ABU Secretary-General and Secretariat.

- Observers from Turkish Radio and Television Corporation – TRT, Bangladesh Broadcasting and Telecommunication Regulatory Commission - BBSCCL, Televisi Republik Indonesia - TVRI, Islamic Republic of Iran Broadcasting – IRIB, and All India Radio – AIR.

- Discussed sports rights acquisitions, co-production opportunities under the ABU Sports Events Network (ASEN), ABU revenue from sports production, content sharing, and strategies for addressing long overdue payments.



2025

- The meeting covered key updates on sports content acquisition, the transition to the new APV platform, upcoming co-production opportunities, and plans for the 2026 ABU Sports Media Conference.

- Members were also briefed on upcoming training initiatives aimed at strengthening broadcast capacity across the region.

- Members from TBS - Japan, TRT - Türkiye, CMG - China, and ATN - Afghanistan attended alongside the ABU Secretariat.



ABU Sports Group Conference

The ABU Sports Group Conference continued to strengthen collaboration among members, industry partners, and key stakeholders, exploring innovative approaches to sports broadcasting and production.



74th ABU Sports Group Conference 2024

- Panel Session I focused on The Nexus of AI, Broadcasting, and Sports, featuring experts from TRT, ABU, EBU, and VTV.
- Session II highlighted a Members Forum with insights from VBTC, RTHK, IRIB, EBU Sports, and others.
- Session III included industry talks by FISU Universiade 2025, Alibaba Group, Telstra, and Chengdu World Games 2025.
- Exclusive ABU members' session adopted new Terms of Reference and re-elected Lorraine Yuan as Chairperson.

75th ABU Sports Group Conference 2025

- Members discussed SEA Games 2025 coverage coordination and direct engagement with hosts on rights and production.
- Distributed major events such as the Asian Le Mans Series, FISU Winter Games Turin 2025, Asian Winter Games, Kabaddi World Cup, and UEFA National Teams Matches.
- Updates were shared on rights acquisitions with the IOC, OCA, Commonwealth Games, SEA Games, FIFA World Cup 2026, and others.

ABU Programme Bureau Meeting

The ABU Programme Bureau continued its vital role in shaping content collaboration and programming initiatives across the Asia-Pacific region through two key meetings during the reporting period.

2024

- Discussed reports on TV and radio activities, changes to the Song Festival, ABU Prizes, proposed amendments of rules and regulations of PB and PC.
- Updates from members on new content projects and initiatives, and feedback from committee members to improve PB and PC.

2025

- Discussed reports on TV and radio activities, a review of the guidelines and co-production agreement for the ABU Children's Drama series, the future hosting of the ABU-Rai Days event, a new podcast event and a podcast co-production.
- Updates from members on new content projects and initiatives.



56th ABU Programme Committee Meeting

The ABU Programme Committee meetings remained a vibrant meeting for members to share creative ideas, review achievements, and shape the Union’s programme initiatives, fostering collaboration and innovation across the region.



Attended by over 200 participants from Full, Additional Full, Associate, and Affiliate Members. Chaired by Ms. Claire Gorman, ABC-Australia with support from Mr. Tomohiro Inoue, NHK - Japan.

The meeting reviewed the Programme Department’s achievements and explored innovative ideas in programme production.

Showcased activities including Media & Culture Day, Pacific Media Partnership Conference, ABU-RAI Days, and ABU Robocon.

“New Ideas & New Techniques” session with 11 media professionals presenting flagship content; “60 Seconds Pitch” for creative programme promotion.



ABU News Group Meeting

The ABU News Group Meetings brought together key media leaders to address industry challenges, share insights, and strengthen collaboration across the Asia-Pacific and beyond.

2024

The agenda included the election of a new executive committee, with members asked to nominate their candidates for the News Group prior to the meeting.

Over 20 members attended the meeting, with representatives from the following organisations: ABC - Australia, BTV - Bangladesh, RTB - Brunei, CMG - China, FijiTV - Fiji, FBC - Fiji, TVB-Hong Kong, DD - India, TVRI - Indonesia, NHK - Japan, KBS - South Korea, TDM - Macau, PSM - Maldives, SSTV - Maldives, TV5-Mongolia, PCBL - New Zealand, ABS-CBN - Philippines, ThaiPBS - Thailand, Mediacorp - Singapore, SLRC - Sri Lanka, TRT - Türkiye, TVTM - Turkmenistan, VTV - Vietnam.

The Asiavision budget for the fiscal year 2024-2025 presented.

2025

The highlight of the meeting was the AVN Panel Discussion titled “Issues of the Past Year and Priorities for the Next 12 Months.”

The discussion delved into the challenges and achievements of the past year, while outlining strategic goals for the year ahead.

Member updates were presented by VTV – Vietnam, KBS – South Korea, Thai PBS – Thailand, and BTV – Bangladesh during the members’ update session.



31st ABU Intellectual Property & Legal Committee (IPLC)



The 31st ABU Intellectual Property & Legal Committee (IPLC) Meeting was held on 14 May 2025 alongside the ABU Sports Media Conference in Kuala Lumpur.

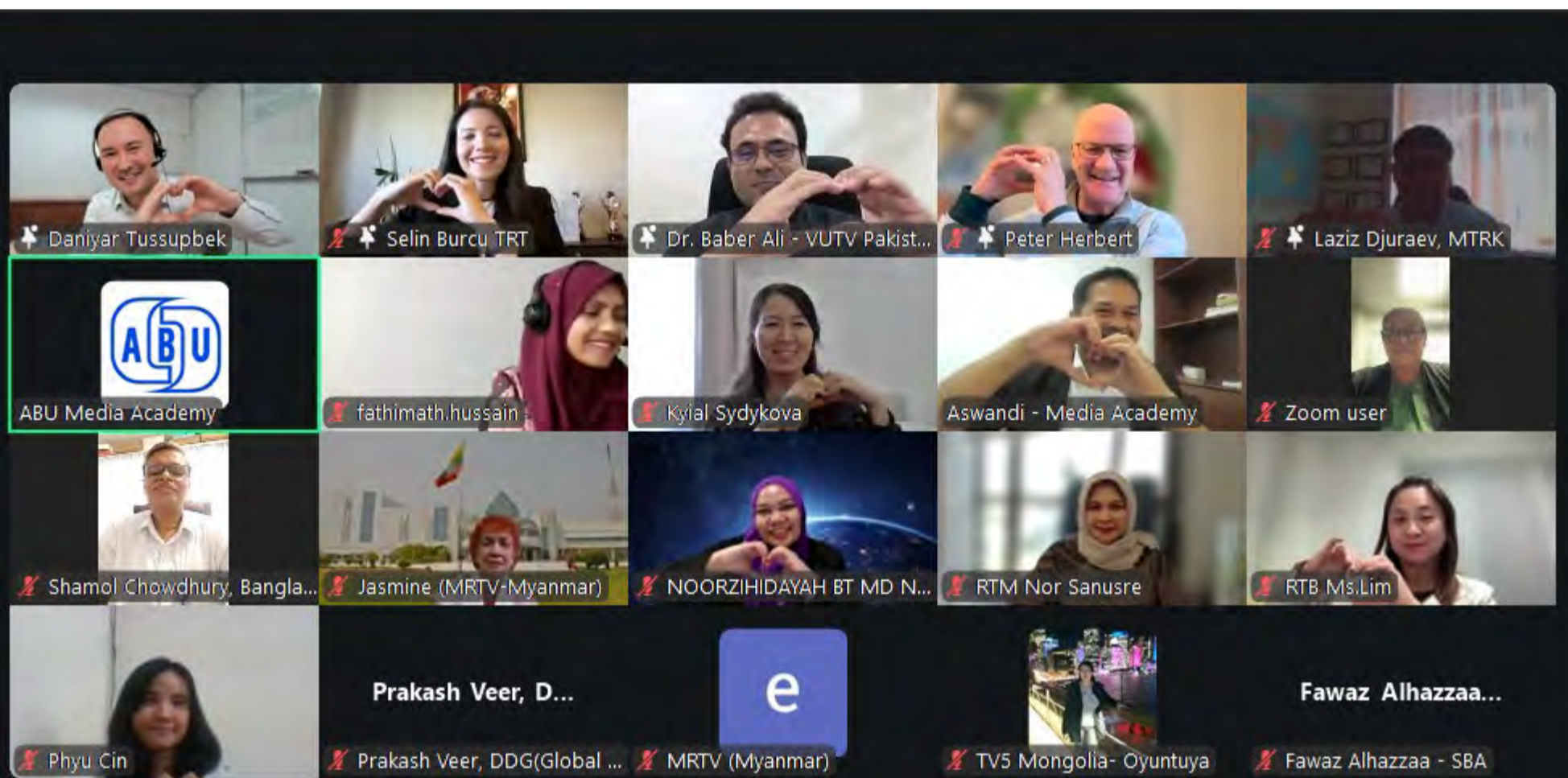
The meeting examined contemporary insights and challenges relating to sports and intellectual property.

Particular focus was placed on the implications for media organisations, content, and legal matters.

The next IPLC will be hosted by RRI in Indonesia preferably between March - April 2026.



10th ABU Media Academy Forum Meeting



CONNECTIONS WITH ACADEMIC INSTITUTIONS

The meeting was chaired by Dr Baber Ali of VUTV Pakistan in his capacity as Vice Chair, who guided the discussions with a focus on collaboration and strengthening the Academy’s role as a bridge between industry and academia.

Head of the Academy, Danijar Tussupbek, reported that from January to August 2025, the Academy delivered 31 webinars and attracted over 2,800 registered participants from 65 countries, with approximately 1,764 attended on average, reflecting a 63% attendance rate.

Key themes included AI, leadership, journalism, legal frameworks, and emerging technologies, supported by partnerships with AFTRS, Deutsche Welle, and others.

The Forum elected its new leadership for 2025–2027: Ms Selin Burcu TRT-Türkiye as Chairperson, Mr Laziz Jurayev, MTRK- Uzbekistan as Vice Chairperson, and members from ABC – Australia, IRIB – Iran, and PTV – Pakistan.

The Forum agreed to hold its 11th meeting in mid-February 2026.

ABU ADVISORY BODIES

The Asia-Pacific Broadcasting Union operates through specialised advisory bodies that provide strategic guidance and expert recommendations to support the Union's governance and decision-making processes. Two key advisory bodies have continued to provide valuable insights and direction



ABU Planning and Strategy Group 2025

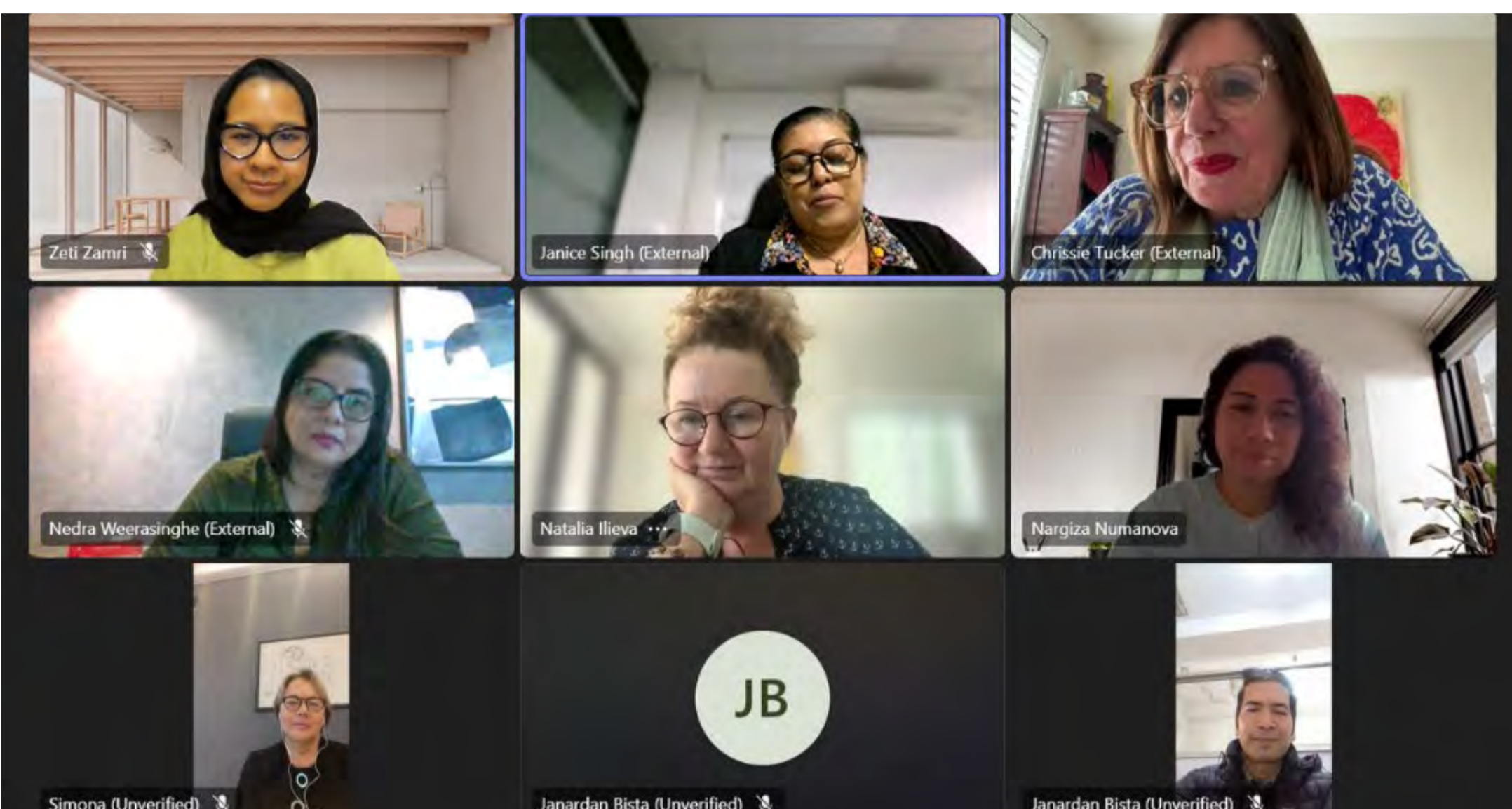
The ABU Planning and Strategy Group meeting remain a vital platform for strengthening organisational governance, enabling members to address financial challenges, refine electoral procedures, and shape the Union’s strategic future through collaborative decision-making and enhanced democratic participation frameworks.

- The ABU Secretary-General Mr Ahmed Nadeem, presented several matters for the Group’s consideration, after which members reviewed the progress made in managing members’ debt situations and explored practical steps forward.
- Proposed amendments to election procedures and organizational statutes.
- Review of governance rules for committees, with focus on expanding member representation in ABU’s decision-making processes.
- Introduction of an online voting system for Committee and Advisory Committee elections to improve transparency and accessibility.
- The meeting reaffirmed PSG’s role in shaping ABU’s governance framework and addressing key financial, procedural, and representative matters that are critical to the Union’s future.



ABU Diversity and Inclusion Task Group Meetings

The ABU Diversity and Inclusion Task Group meetings united members from across the Asia-Pacific to share initiatives, address challenges, and advance strategies that equality, diversity, and inclusion in broadcasting.



**DIVERSITY AND INCLUSION
TASK GROUP**



2024

- Convened members across the Asia-Pacific to share strategies and initiatives promoting gender equality, diversity, and inclusion in broadcasting.
- Featured presentations from FBC and Radio Nepal on organisational actions and progress in fostering inclusive practices.
- Announced the ABU Diversity and Inclusion Media Awards 2024 to recognise excellence in inclusive workplaces.



2025

- It was chaired by Chrissie Tucker, with eight participants joining via Teams. The meeting primarily focused on reviewing the Broadcasting for All Forum.
- The Task Group officially adopted a new logo, now featured on agendas and official communications. This provides the group with a fresh and unified identity.
- Discussions focused on challenges related to recent funding changes affecting key programs.
- DITG members shared updates on their respective diversity and inclusion efforts at Radio Nepal, RAI - Italy, MBC - Sri Lanka, and FBC - Fiji.

ABU ACTIVITIES

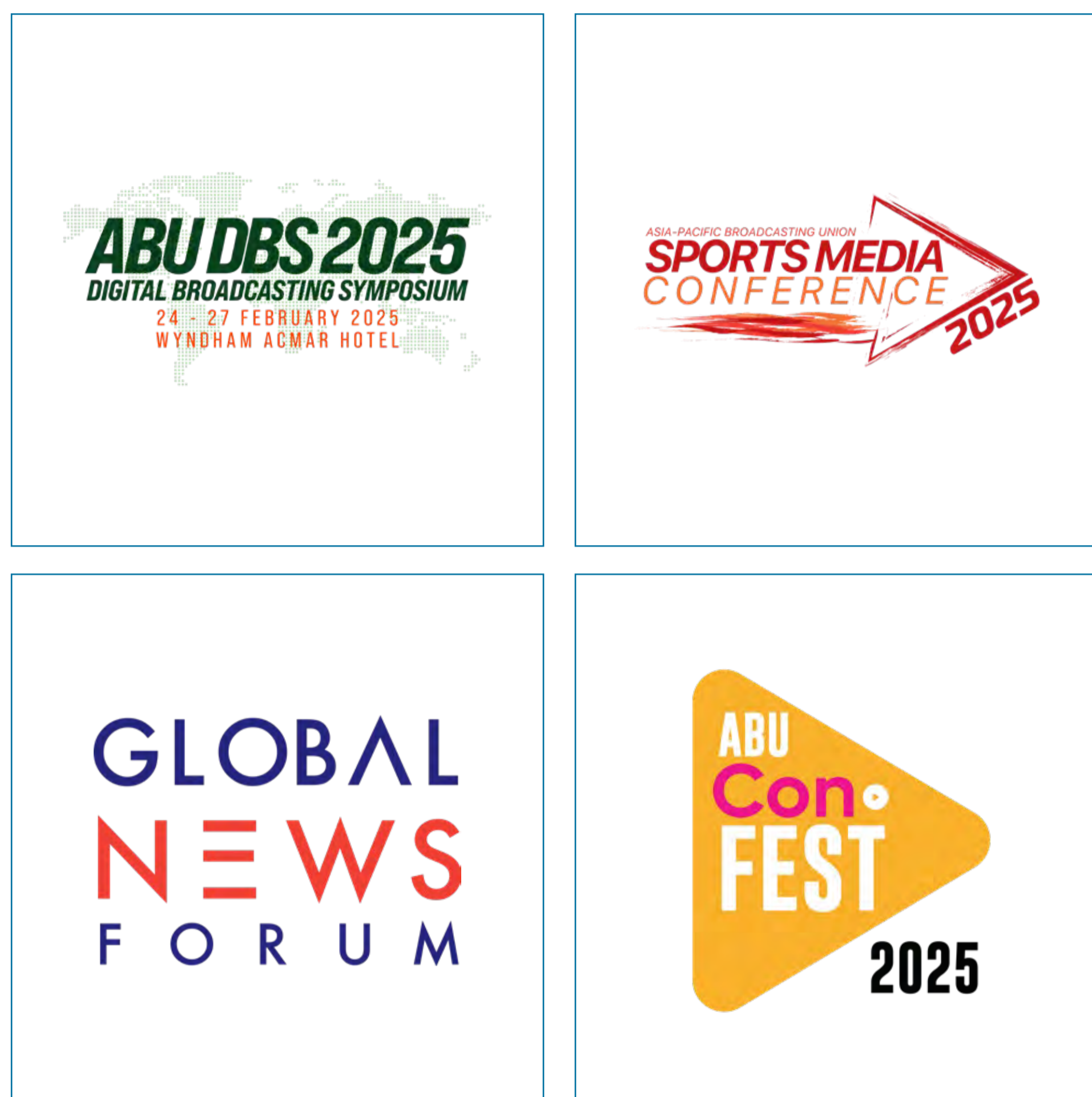
The Asia-Pacific Broadcasting Union's major activities in 2025 served as key platforms for industry dialogue, innovation, and regional cooperation. The major activities—including the ABU Digital Broadcasting Symposium, Global News Forum, ABU Sports Media Conference, and ABU CON-FEST — brought together leading broadcasters and media professionals from across the region and beyond.

Beyond these major activities, the Asia-Pacific Broadcasting Union also organised the Pacific Media Partnership Conference, ABU RAI Days, and ABU AI Forum. These activities facilitated strategic collaboration and demonstrated the ABU's commitment to building a dynamic and forward-looking media landscape.



MAJOR ACTIVITIES

The ABU's major activities served as key platforms for fostering dialogue, advancing innovation, and strengthening regional cooperation across the broadcasting and media industries. Each event brought together a diverse community of broadcasters, content creators, policymakers, and media professionals from across the Asia-Pacific and beyond.




 Total participants
1,319


 Total speakers
180

Over 40

 Countries represented


 Conferences/
 Masterclasses/
 Workshops
71


 Topics discussed
108


 Total organisations
240+

ABU Digital Broadcasting Symposium 2025

Personal-Cast: Interactive Broadcasting, Tailored for You

12

Conference sessions

9

Workshops & Masterclasses

47

Topics discussed

65

Speakers



The Digital Broadcasting Symposium (DBS) 2025 was successfully held from 24th to 27th February 2025 at Wyndham Acmar Klang, Malaysia. The event brought together industry leaders, experts, and stakeholders from across the globe, fostering insightful discussions, networking opportunities, and showcasing the latest advancements in broadcasting and digital media technologies. The symposium offered a valuable learning experience with sessions on digital broadcasting, media innovation, emerging technologies, practical industry tools, and advanced professional insights.

774 Participants

294 participants representing

49 ABU Member organisations

- 20 Full Members
- 7 Additional Full Members
- 4 Associate Members
- 16 Affiliate Members
- 2 Institutional Members

234 Organisations

36 Countries



Sports Media Conference 2025

Fast Forward – The Next Chapter of Sports Broadcasting

5
Panel discussions

4
Workshops & Masterclasses

43
Speakers

9
Topics discussed



The second edition of the Sports Media Conference built on the strong foundation laid last year and marked another milestone in its journey. Held from 14 to 16 May 2025 at M World Hotel, Petaling Jaya. The conference affirmed its role as a premier platform in Asia-Pacific for discussing the future of sports media—anchored in, storytelling, rights strategy, technology and global collaboration.



Participants

262

Organisations

119

Countries

28

102
participants
representing

34
ABU Member
organisations

- 21 Full Members
- 7 Additional Full Members
- 1 Associate Members
- 5 Affiliate Members

Global News Forum 2025

Journalism Under Fire

Global News Forum 2025 – a landmark gathering that united newsroom leaders, journalists, technologists, and media visionaries from across the Asia-Pacific and beyond. This year’s forum tackled the urgent challenges confronting the news industry, from algorithmic bias and disinformation to journalist safety and public trust.

12
Conference sessions

3
Workshops & Masterclasses

27
Speakers

6
Topics discussed



ABU Con-Fest 2025

Producing Dramatic Content



24
Conference sessions

2
Workshops

45
Speakers

20
Topics discussed

ABU Con-Fest 2025 concluded successfully in Kuala Lumpur, marking the end of the three-day conference held from 8 – 10 July 2025. This year's theme of producing dramatic content covered a wide range of content-making areas.



KEY REGIONAL ACTIVITIES

A series of key regional activities – including the Pacific Media Partnership Conference, ABU RAI Days, and the ABU AI Forum – provided focused platforms for in-depth discussion on children’s media, artificial intelligence, and how cultural identities are shaped within an increasingly globalised media landscape. Together, ABU RAI Days, the ABU AI Forum, and the PMPC strengthened the Union’s role as a hub for knowledge exchange and collaboration.



Pacific Media Partnership Conference 2025

32
Conference sessions

The 2025 Pacific Media Partnership Conference was held from 11 – 13 February 2025 in Suva, Fiji, brought over 130 delegates, including Pacific CEOs, editors, trainers, and donors. With the theme Pacific Cultures in a Global World, the conference explores how the region’s cultural identity is shaped within an increasingly globalized media landscape.

5
Workshops

64
Speakers

26
Topics discussed



72 Participants

49 participants representing

18 ABU Member organisations

- 9 Full Members
- 5 Additional Full Members
- 1 Associate Members
- 3 Affiliate Members

33 Organisations

18 Countries



ABU-Rai Days 2025

Children and the Media: Ensuring Relevance for Public Media in the 21st Century

12

Conferences

34

Speakers

8

Topics discussed



The 2025 edition of ABU-Rai Days took place on 12 June 2025 at the RAI TV Production Centre in Naples, Italy, and had over 100 in-person attendees from across the Asia-Pacific and Europe. This year’s event was held in a hybrid format, with a number of representatives from ABU member organisations joining via livestream. The event also formed part of the celebrations marking the 2,500th anniversary of the city of Naples. Centred on the theme “Children and the Media: Ensuring Relevance for Public Media in the 21st Century,” the event attracted public media leaders, producers, academics, students, and innovators.



Participants

99

Organisations

42

Countries

24

60

participants representing

23

ABU Member organisations

- 10 Full Members
- 3 Additional Full Members
- 6 Associate Members
- 3 Affiliate Members
- 1 Institutional Member

ABU Ai Forum 2025

Asia-Pacific's Leading Dialogue on AI in Media and Technology

The ABU AI Forum was held from 23 July – 24 July 2025 in Beijing, gathered a diverse group of media professionals, AI experts, Academic and policymakers from across the Asia-Pacific and beyond. Co-hosted by Asia-Pacific Broadcasting Union (ABU) and the Radio and Television of the People's Republic of China (RTPRC), organised by the China Broadcasting International Economic and Technical Cooperation Co., Ltd., the forum serves as a platform to explore the rapidly evolving intersection between AI and broadcasting.

11

Panel sessions

2

Workshops

22

Speakers

17

Topics discussed



Participants

46

Organisations

35

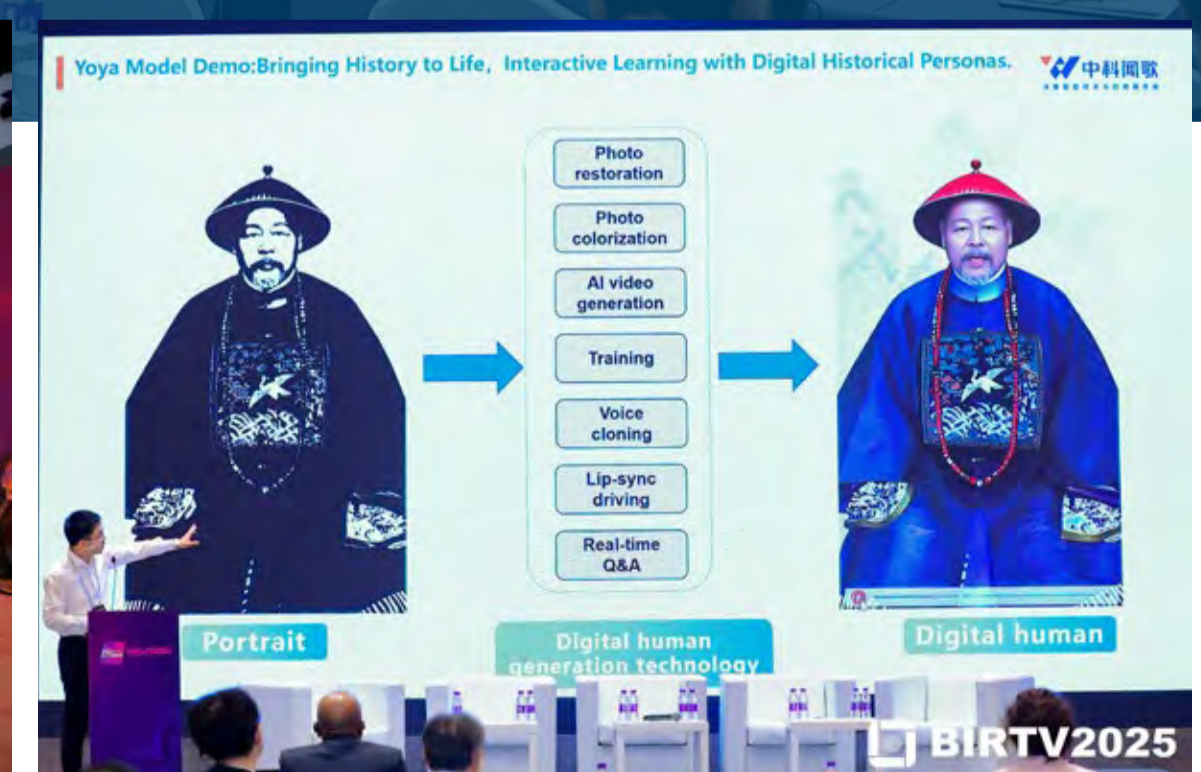
Countries

19

27
participants
representing

20
ABU Member
organisations

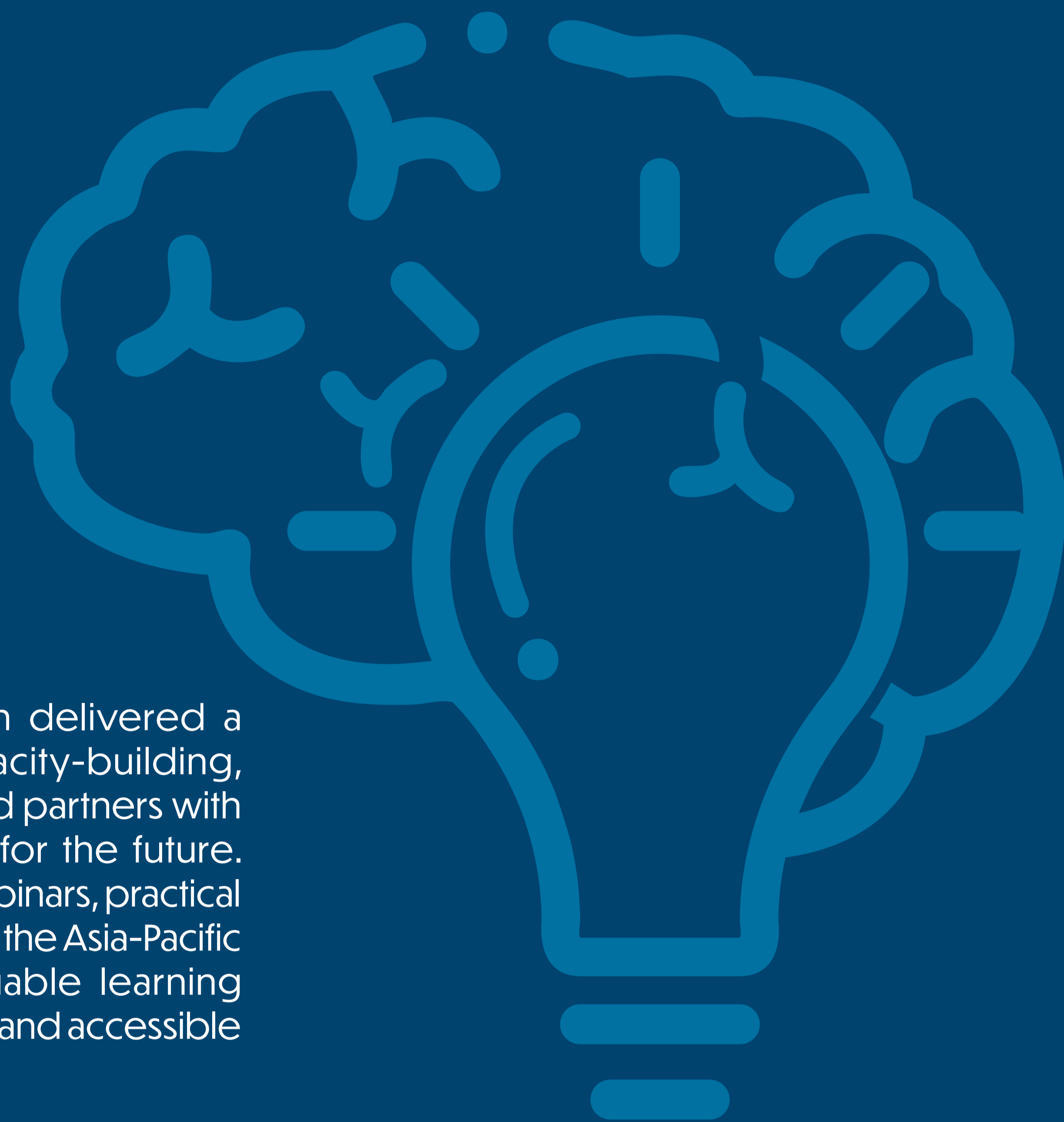
- 14 Full Members
- 4 Additional Full Members
- 1 Associate Members
- 1 Affiliate Members



CAPACITY BUILDING

The Asia-Pacific Broadcasting Union delivered a successful and wide-ranging capacity-building, designed to equip our members and partners with the essential skills and knowledge for the future. Through a strategic series of virtual webinars, practical workshops, and expert masterclasses, the Asia-Pacific Broadcasting Union provided valuable learning opportunities that were both relevant and accessible to the audience.

Overall, the capacity-building activities comprising webinars, workshops, masterclasses were conducted from November 2024 to July 2025, and the figures present an overview of the capacity-building activities carried out.



ABU Technical Department

From November 2025 until July 2025, the ABU Technical Department (TD) successfully organised and supported:

Workshop on Cloud Service and Remote Tools for Broadcaster

26-28 November 2024

- Jointly organised with IPPTAR, aimed to familiarise broadcasters with emerging trends in cloud services.
- Over 35 participants from RTM, government agencies, and ABU member from RTHK, with presentations from Harmonic, Skyline Communication, IPSB & AWS, Benchmark System, TVU, and RTM.

WorldDAB-ABU-ASBU Workshop

15 – 17 July 2025

- 167 participants from 51 organisations, including 33 representatives from 11 ABU members.
- Sessions covered updates on DAB+ technical standards, guidance on service launches, Single Frequency Network (SFN) planning, headend systems, cost analysis, and case studies from Switzerland and other countries.

ABU Digital Broadcasting Symposium (DBS) 2025

24–27 February 2025

- The Digital Broadcasting Symposium 2025 (DBS 2025) was held at Wyndham Acmar Klang.
- It drew 774 participants from 41 countries, including 294 members from 49 organisations.
- Featured 65 expert speakers and moderators from 23 countries, 25 of whom represented 16 ABU member organisations, across seven interactive workshops and masterclasses, alongside 25 exhibitors.

The event included:

7 Workshop

- The Paradox of Choice: How Technology Moved from Scarcity to Abundance
- Sustainability in Broadcasting: Navigating the Next Decade
- Innovations in implementing DAB+: safety and efficiency
- DRM – One Standard for All Frequencies and Needs
- Maximizing Streaming Efficiency and Cost Savings with XHE-AAC
- The Pillars of Next-Gen Media Delivery: DVB Native IP, DVB-I & Targeted Advertising
- Sustainability in Streaming: Practical Strategies for the Media Industry

2 Masterclasses

- Techniques for High Quality Video Production in Broadcasting
- The Latest Podcast Trends and Tools

ABU Technical Department Workshops

ABU-VYPA- NETSTAIRS Webinar – AI TV: The Future of Television!

23 January 2025

- It was held via Zoom, with 95 participants from 16 organisations across 15 countries.
- Discussed AI's role in content creation, audience engagement, and future broadcasting strategies.

ABU-DRM Webinar: DRM Developments & Implementation

6 May 2025

- Gathered 15 participants from 7 members organisations.
- Explored developments in Digital Radio Mondiale, including energy efficiency, emergency alerting, and Journaline interactive content.

Member Innovation Webinar

31 July 2025

- As part of the Member Innovation Webinar series, Ir. Ts. Ahmad Shafiq Mirza from RTM presented “Powering Simless Remote Evolving Media Integration (REMI) TV Production”.
- Attended by 66 participants from 9 ABU member organisations.

Engineering Fundamentals for Broadcasters – Level 1

- Launched on 17 March 2025 and offered free and exclusively for ABU members.
- From 138 nominees, 52 candidates representing 14 organisations were selected.
 - FM: 10
 - AFM: 3
 - AM: 1
 - Countries : 12
- Covered 10 core technical topics, the course included five live Q&A sessions and topic quizzes.
- 43 participants successfully completed the three-month programme and received certificates.

ABU Media Academy

In collaboration with other ABU departments and partner universities, the ABU Media Academy engaged lecturers and leveraged its innovative learning platform to deliver a variety of high-quality courses. Below are some of the year's key highlights.

ABU Media Academy Overview



25 webinars
in 2025

Over
1,800
participants



1 workshop
in 2024

Over
40
participants

Performance Analysis

- Highest Registration: 307 (Mastering AI-Powered Writing)
- Highest Attendance: 175 (Same AI session)
- Lowest Attendance: 15 (Legal Perspective on Drones)
- Best Conversion Rate: 85% (TV Production Styles)

Top 5 Sessions by Attendance

- Mastering AI-Powered Writing – 175 attendees (57% of registrations)
- TV Production Styles – 143 attendees (85% conversion)
- MethodKit Podcast Design – 152 attendees (70% conversion)
- AFTRS Series Summer period on Distribution – Avg. 65/session (4-part series)
- Social Media Strategies – 121 attendees

List of most active countries participated in webinars over the year:

Bhutan, Brunei, Hong Kong - China, India, Indonesia, Iran, Maldives, Malaysia, Mauritius, Mongolia, Myanmar, Pakistan, Thailand, Tunisia, Turkiye, Vanuatu, and Vietnam.

Organisations listed are the most actively engaging among members of the union:

- All India Radio (Prasar Bharati),
- Bhutan Broadcasting Service Corporation Limited
- Doordarshan (Prasar Bharati)
- Islamic Republic of Iran Broadcasting, Mauritius Broadcasting Corporation
- Myanmar Radio and Television
- National Broadcasting Services of Thailand
- Pakistan Broadcasting Corporation
- Phoenix Satellite Television Co. Ltd, Radio Plus Ltd. (LE DEFI MEDIA GROUP)
- Radio Televisyen Brunei
- Radio Televisyen Malaysia
- Russian State Television and Radio Broadcasting Company
- Turkish Radio Television Corporation
- TV5 Mongolia
- Virtual University Television Network (Virtual University of Pakistan)
- PT

ABU Legal Division

In collaboration with the ABU Media Academy, the ABU Legal Division delivered three webinars in 2025, focusing on key legal and ethical issues for the media industry, as follows below:

ABU Legal Webinars Overview



Webinar on Copyright for Generative AI

- In collaboration with the ABU Media Academy, a webinar was held to address copyright challenges arising from the growing use of generative AI in media production.
- Dr Seemantani Sharma, ABU's Manager of Regulatory, Legal & IP Services, explained how global legal debates are shaping around AI-generated works, from new legal categories to licensing models.
- Practical guidance was shared with participants on documenting human involvement, applying disclaimers, and ensuring transparency when integrating AI tools such as ChatGPT and image generators.
- The session enabled members to better understand evolving copyright frameworks and to prepare strategies for using AI responsibly, both legally and ethically, in their creative workflows.

Webinar on Usage of Drones in Media: Legal & Ethical Considerations

- Worked closely with the ABU Media Academy and delivered a webinar on Legal Perspectives on Drones in Media on 27 March 2025, advancing future-ready media training.
- The session was led by Dr Seemantani Sharma, who guided participants through the legal challenges of using drones in journalism, filmmaking, and live event coverage.
- Participants explored issues such as privacy, data protection, airspace access, intellectual property, and regulatory compliance, supported by case studies and legal precedents.
- The webinar equipped media professionals with practical strategies to integrate drones responsibly and ethically into their workflows, reinforcing the importance of legal literacy in media production.

31st ABU Intellectual Property and Legal Committee

- The 31st ABU Intellectual Property & Legal Committee (IPLC) meeting commenced on 16 May 2025 in Petaling Jaya, Malaysia, addressing a wide range of pressing issues surrounding intellectual property, sports law, and media content regulation in the Asia-Pacific region.
- The first session explored the relationship between sports and intellectual property and its effect on media organisations.
- It examined the legal and commercial challenges faced by broadcasters in a rapidly evolving regulatory environment.
- Session two addressed law, content and media, and provided contemporary insights into emerging legal and ethical challenges that have shaped the media sector.

ABU Programming Department

The ABU Programming Department, working closely with other departments, delivered a series of capacity-building activities to support members in strengthening their skills and knowledge in programme development. The sessions focused on the ABU Prizes, as well as emerging trends and tools in radio, podcasting, and content creation, providing valuable opportunities for professional growth and the exchange of expertise across the Union's membership. The webinars and masterclasses are outlined below:



Over
200
participants
attended the
webinars

In its continued commitment to fostering media excellence and supporting collaborative initiatives across the Asia-Pacific, the ABU Media Academy collaborated with the ABU Programme Department to host a series of special webinars introducing the ABU Prizes 2025. The sessions were as follows:

- **Webinar on Introduction to the ABU Prizes 2025 – Drama Category**

- **Webinar on Introduction to the ABU Prizes 2025 – Children Category**

- **Webinar on Introduction to the ABU Prizes 2025 – Entertainment Category**

- **ABU Prizes Webinars: Radio Podcast & Radio Categories**

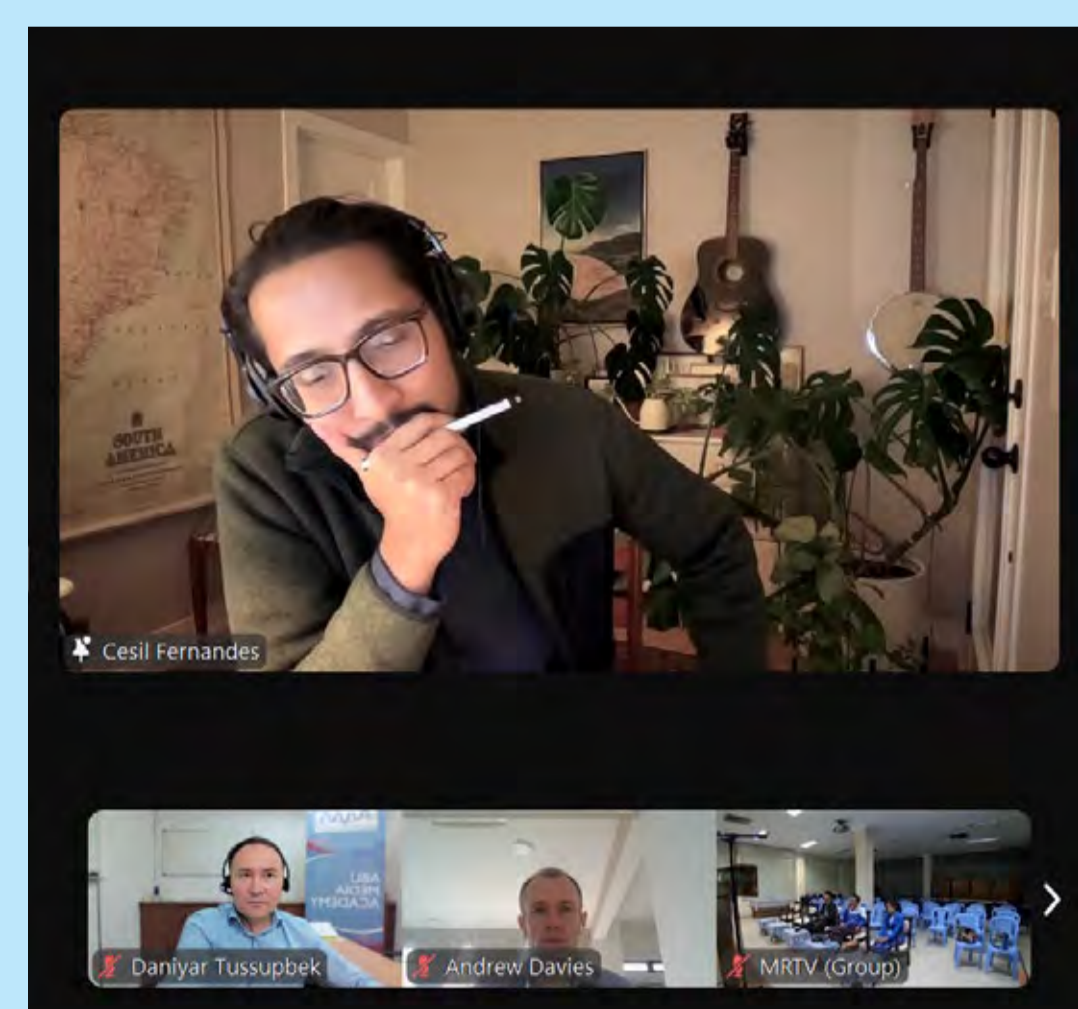
- **Webinar on Introduction to the ABU Prizes 2025**

- **Webinar with NBT: Introduction to Radio Categories**

- **Webinar on Making Successful Podcasts and Global Podcast Trends**

2 
Masterclasses

- **Masterclass with IRIB: Introduction to ABU Prizes 2025**
- **The Latest Podcast Trends and Tools**



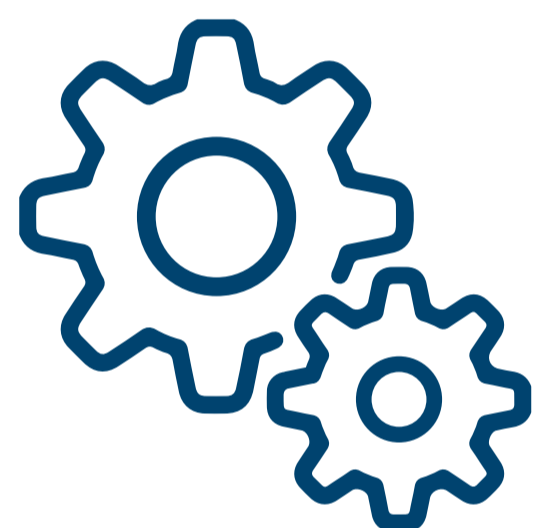
ABU News Department

The ABU News Department delivered workshops focusing on modern journalism skills and digital technologies, including multimedia news production and AI applications for journalists. These sessions attracted participants from multiple countries and media organisations across the Asia-Pacific region. The ABU News delivered two workshops in 2025, listed below:

ABU News Department Overview



Journalism Workshop - Multimedia News & Video Journalism



- The 1.5 day workshop featured newsroom tools and briefings on how to use newsroom tools.
- The tools discussed included CapCut, Canva, resources for science news and Digital Earth Pacific.
- The workshop included presentations by the SPC Pacific Community development organisation, the New Zealand Science Media Centre, Starlink and PhD students in marine science.
- The media conference on the International Court of Justice hearings on climate change was with Vishal Prasad, Director Pacific Island Students Fighting Climate Change, and SPC human rights advisor Johanna Gusman.

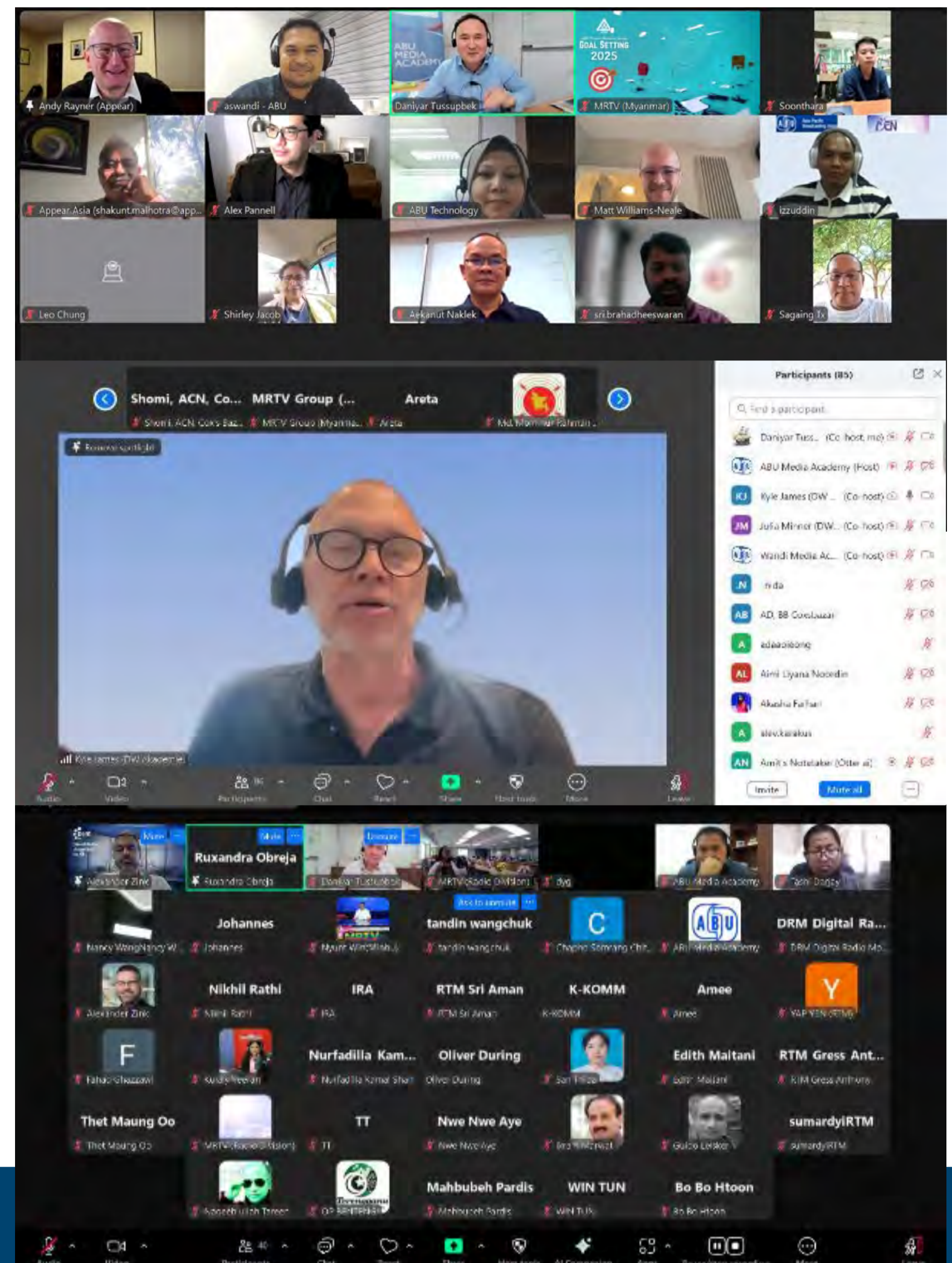
Webinar: ChatGPT for Journalists



- The webinar was attended by more than 50 participants from ABU member organisations.
- Transforming domestic copy for international audiences was a key focus of the webinar.
- Afruh stressed the need for writing that was clear, accurate, and compelling.
- He advised avoiding jargon and colloquialisms that could confuse global viewers.
- He provided examples of reframing leads to emphasise global impact.

ABU Sports Department

The ABU Sports Department organised a webinar focusing on advancements in broadcast technology, with particular attention to hybrid broadcast workflows and the potential of 5G Broadcast to enhance live content delivery. Working closely with other ABU Departments, the session attracted participants from multiple countries and organisations across the region.



Webinar on Seamless Hybrid Broadcast Workflows

- This inaugural webinar, held on 24 January 2025 in collaboration with ABU Sports, drew 44 participants and explored the evolution of hybrid broadcast workflows.
- It explored significant industry changes, including the move toward location-agnostic production capabilities that enabled broadcast teams to manage live events remotely without requiring on-site presence.
- The session outlined multiple advantages of adopting hybrid workflows, including improved sustainability practices, broader accessibility for diverse broadcasting needs, and enhanced operational agility.
- These benefits empowered broadcasters to adapt rapidly to changing market conditions, scale their operations effectively, and achieve greater production value while working within constrained resource budgets.

ABU INITIATIVES

In 2025, the Asia-Pacific Broadcasting Union introduced a series of dynamic initiatives to deepen collaboration, expand digital content sharing, and celebrate regional achievements. From daily news digests to monthly bulletins and an innovative content exchange platform, these efforts by the ABU Sports, News, and Programme Departments aim to strengthen member engagement and amplify the voices of the Asia-Pacific broadcasting community.

AVN News Bites



- Shares a mix of content, from breaking news to social and human stories
- Aims to connect with audiences who are active on social media
- Gives a preview of the stories available on Asia-Pacific View (APV)
- Helps members pick the right content to post on their social channels
- Updated daily



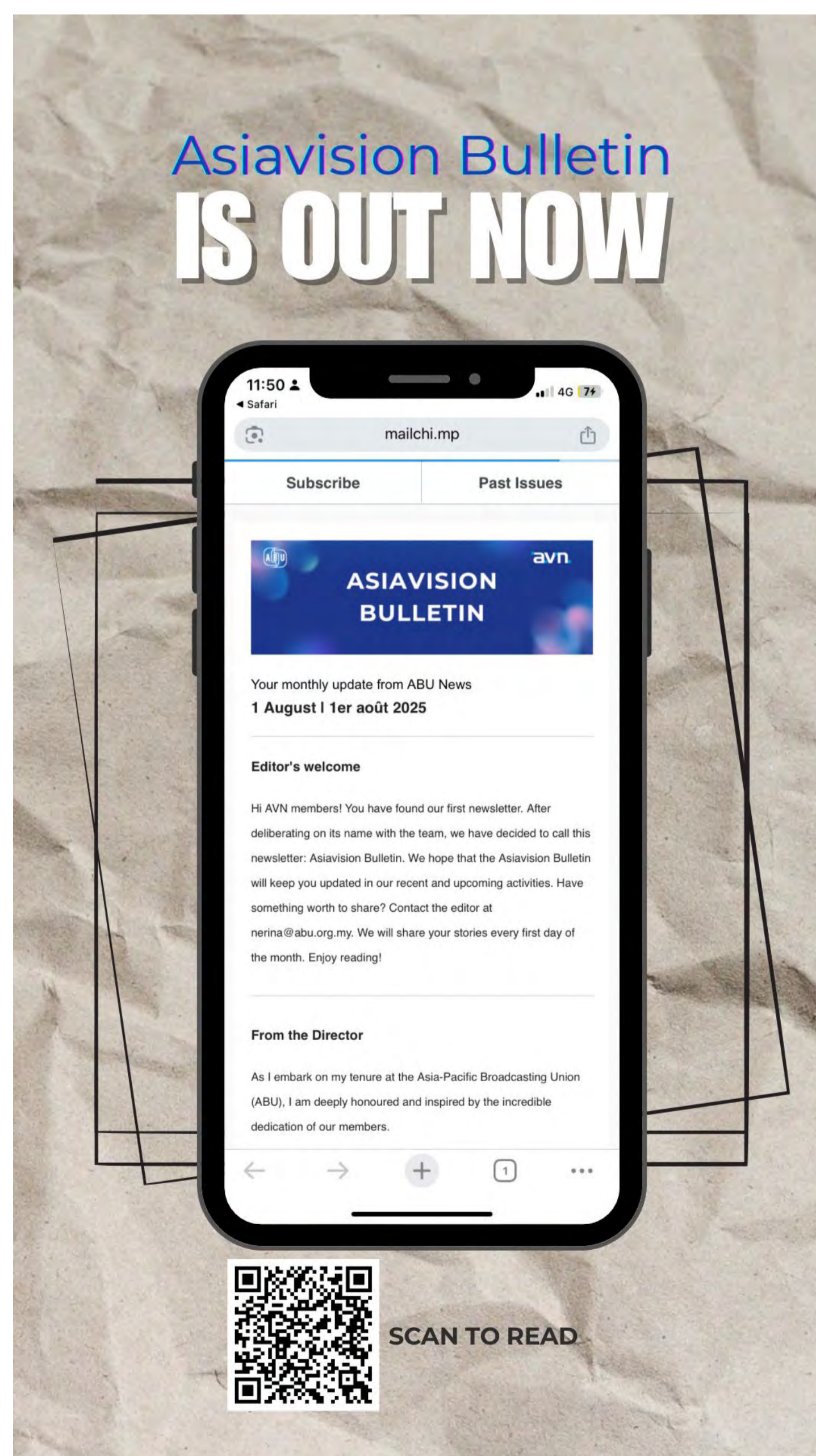


Asiavision Bulletin

The first AVN Bulletin was launched on 1 August 2025.

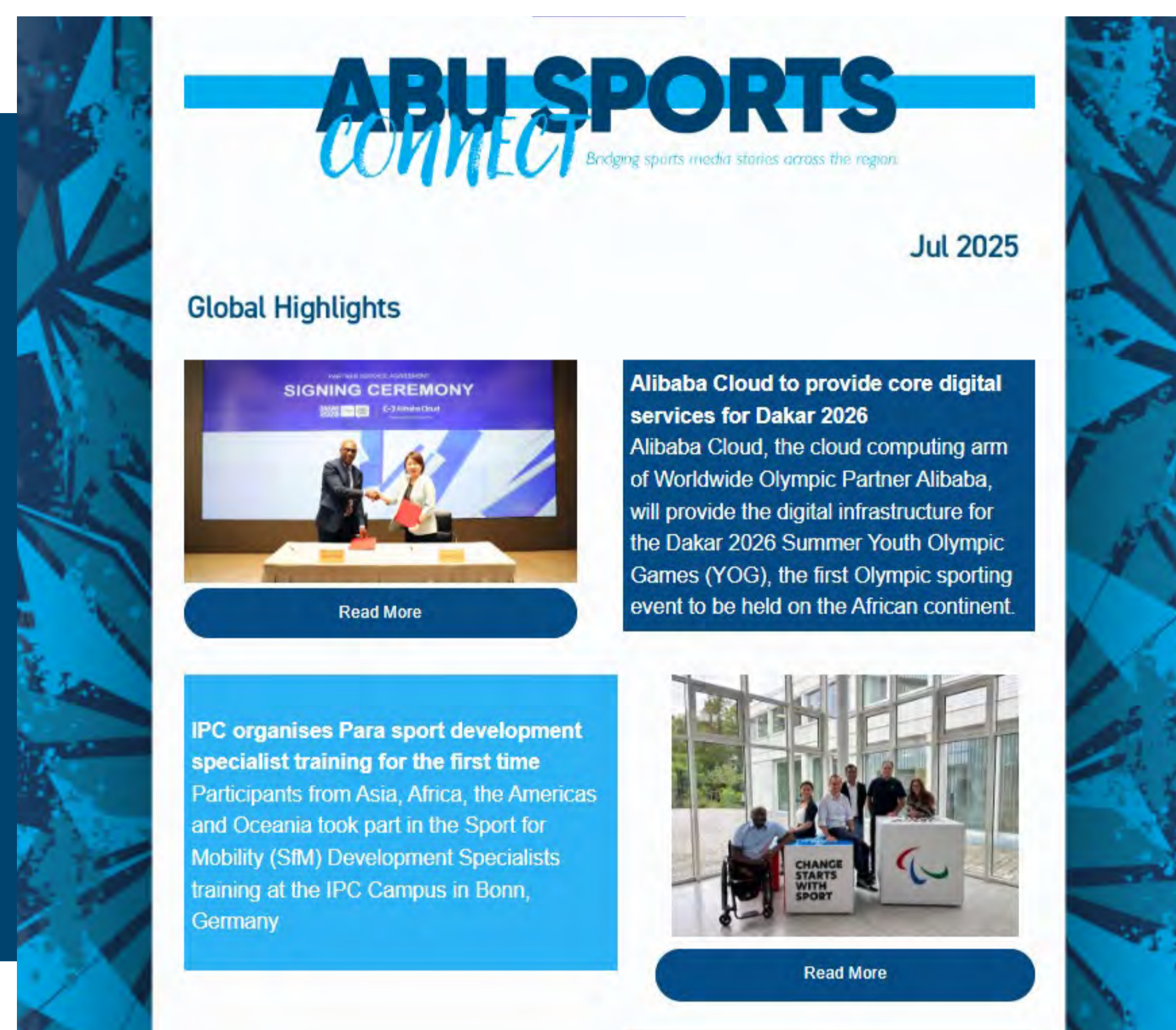
Distributed on the first of each month to keep members informed with the latest updates and highlights.

AVN invites member contributions, encouraging broadcasters to share content and insights for inclusion in future editions.



ABU Sports Connect

- Launched on 3 February 2025
- Circulated during the first week of every month
- Highlights global and regional sports
- Celebrates members' achievements



Sports Co-production Project

Strategic Partnership Formation

The ABU and China Global Television Network (CGTN) are partnering on a co-production project to highlight diverse sporting cultures and foster cross-cultural understanding across the Asia-Pacific region.

Project Framework Developed

Discussions with CGTN's Executive Producer have outlined the project's framework, objectives, and potential themes, with a shortlist of titles focusing on traditional and modern sports stories.

Cultural Exchange Objectives

This initiative supports ABU's broader mission to promote cultural exchange and mutual understanding through high-quality, educational, and entertaining sports programming

Together for
**PLANET, PEOPLE,
PEACE**



2025
T4P MEDIA AWARDS



ABU Together for Planet, People, Peace Media Awards

The second edition of the ABU Together for Planet, People, Peace Media Awards (T4P Media Awards) is open.

An initiative of the Asia-Pacific Broadcasting Union (ABU), the Awards honour outstanding media programmes and initiatives that inspire positive change across our region and beyond.

The T4P Media Awards celebrate powerful storytelling that advances sustainable living, social justice, inclusion, and a culture of peace and equal opportunity.

This inspiring ABU initiative aims to uplift, educate, and motivate audiences—whether by fostering environmental consciousness, building empathy, or strengthening community resilience.

Entries are welcomed across three key themes:

• **Planet**
Embracing Sustainable Living

• **People**
Fostering Inclusivity and Diversity

• **Peace**
Promoting Harmony and Understanding

CONTENT EXCHANGE

ABU connects members through coordinated content sharing, strengthening collaboration in news and sports broadcasting.



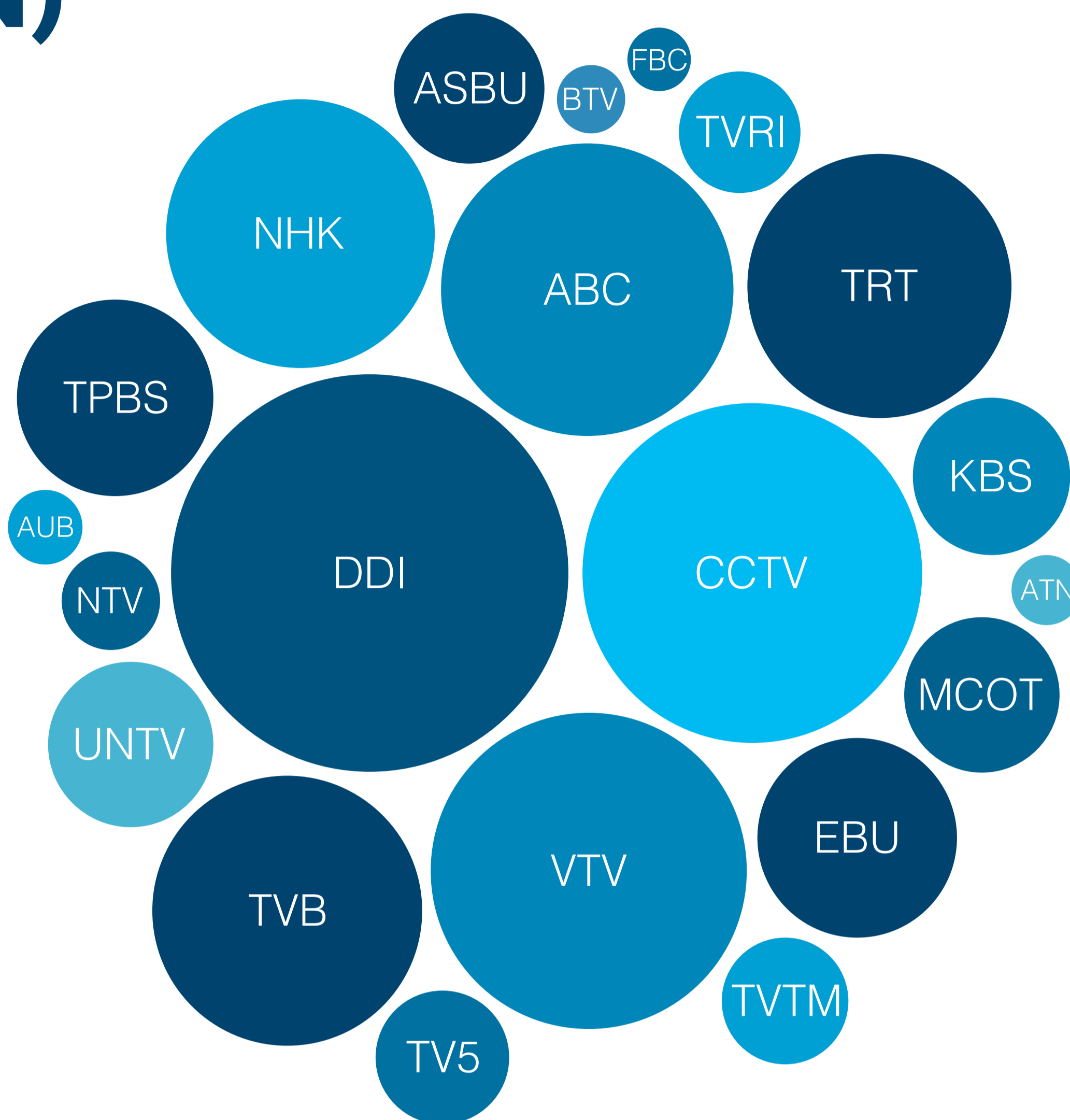
Asiavision News Exchange (AVN)

Asiavision - AVN is ABU's International video news exchange. It includes breaking and headline news, issues-based content and human interest and cultural stories.

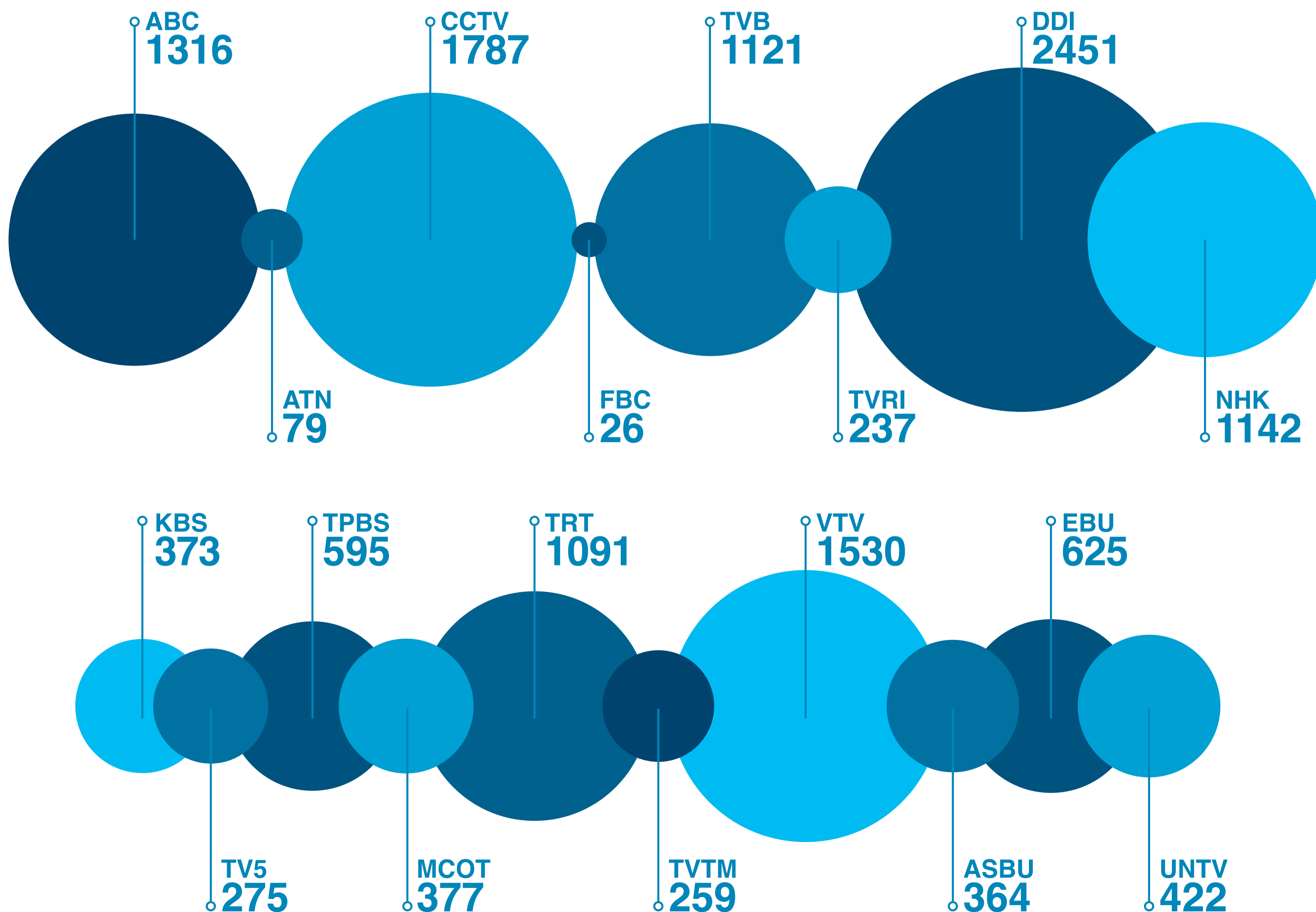
Total uploads and downloads from AVN members from November 2024-July 2025

 **Uploads**
14,714

 **Downloads**
23,846



Total uploads from each Member November 2024-July 2025



ABU Sports & Entertainment Network (ASEN)

The ABU Sports & Entertainment Network (ASEN) serves as a dedicated platform for sharing and exchanging sports related content among its members.



Search by Title, Description, Tags, and More...

Home Upload

Category: View All



DOWNLOAD VIDEO

Aug 7, 2025

Sportsmax 14 - July 04 (English)



DOWNLOAD VIDEO

Aug 7, 2025

Sportsmax 14 - July 04...



DOWNLOAD VIDEO

Aug 7, 2025

Sportsmax 13 - June 20 (English)



DOWNLOAD VIDEO

Aug 7, 2025

Sportsmax 13 - June 20...

ASEN Downloads

Uploads
645 contents

Downloads
365 contents



Total uploads and downloads
November 2024-July 2025

Subscribers

- RTM - Malaysia
- TDM - Macau
- ATN - Afghanistan
- FBC - Fiji
- PTNI - Philippines
- MBC - Mauritius
- TVRI - Indonesia
- EMTV - Papua New Guinea
- SLRC - Sri Lanka
- RTHK - Hong Kong

ABU CARE Series 12

Finding strength in traditions and culture

- The 12th edition of the ABU’s CARE co-production series took place with a three-day meeting hosted by China Global Television Network from 9-11 April 2025 in Beijing.
- This year’s theme, Finding Strength in Traditions and Culture, invited Asia- Pacific broadcasters to develop 30–50-minute documentaries which explored cultural heritage and identity.
- Participants shared proposals, exchanged ideas, and toured CGTN’s studios and innovation hub.
- Launched in 2010, the CARE series is a flagship ABU initiative promoting cross- border media cooperation that supports the UN’s Sustainable Development Goals.
- CARE 12 marks a symbolic new chapter, reaffirming its mission to “Change Asia and Rescue the Earth”.
- It helps to create a better world through achievement of sustainable development.

Production Timeline

- 2025 end of January: CARE12 Call for Entry
- 2025 9-11 April: 1st Producers’ Meeting at Beijing, China
- 2025 June: Online updates
- 2025 Early September: 2nd Meeting at Kuala Lumpur, Malaysia
- 2025 End of September: Distribution of Broadcast Materials
- 2025 October: CARE 12 Report during 62nd ABU General Assembly & Associated Meetings



Organisations involved in CARE 12



 <p>TVRI-Indonesia</p>	 <p>PB/DD-India</p>	 <p>IRIB-Iran</p>	 <p>KBS-Korea</p>
 <p>Happy Campers Productions-Malaysia</p>	 <p>RTM-Malaysia</p>	 <p>MRTV-Myanmar</p>	 <p>NTV-Nepal</p>
 <p>TPBS-Thailand</p>	 <p>TRT-Türkiye</p>	 <p>TVTM-Turkmenistan</p>	 <p>VTV-Vietnam</p>



PACIFIC CONTENT EXCHANGE

ABU Pacific Content Exchange

Facilitating Content Exchange Across the Pacific

A digital platform designed to facilitate the exchange and distribution of high-quality content among broadcasters in the Pacific region.

Strengthening Collaboration and Storytelling

It aims to enhance media collaboration, storytelling, and knowledge sharing, allowing broadcasters to access, contribute, and distribute diverse and culturally relevant content more efficiently.

Driving Innovation and Empowering Broadcasters

This initiative leverages digital innovation to connect, empower, and elevate media organizations, promoting greater access to diverse, high-quality content across the region.



List of members

BPA - Broadcasting & Publications Authority Kiribati, ABC – Australia, SIBC - Solomon Islands, NBC - Papua New Guinea, EMTV - Papua New Guinea, SBCL - Samoa Broadcasting Corporation, SMG – China, Fiji TV – Fiji, and FBC – Fiji.



Uploads

19 uploads
(November 2024 – August 2025)



Downloads

2 downloads
(November 2024 – August 2025)

Member contribution (total uploads by each member)

10 SMG-China

3 CMG-China

8 ABC-Australia

ABU PARTNERSHIP

Partnership development continues to underpin ABU's strategic vision. Through active engagement with international and regional organisations the Asia-Pacific Broadcasting Union amplifies collective influence, shares valuable resources, and creates new pathways for member growth. Below are the significant partnerships ABU engaged from November 2024 to July this year.



ABU Broadcasting for All: Focus on Diversity and Inclusion in the Media campaign

The Asia-Pacific Broadcasting Union (ABU) Broadcasting for All: Focus on Diversity and Inclusion in the Media campaign is supported by the UNESCO Partnership Programme 2024–2025 under the Capacity Building for Advancing Gender Equality, Diversity, and Inclusion in Media Organisational Policy project.

One-day workshop was held on 24 February 2025 at the Wyndham Acmar Klang Hotel, Malaysia and was chaired by Chrissie Tucker, a consultant and the chair of the ABU Diversity and Inclusion Task Group.

The workshop focused on exploring each broadcaster's diversity and inclusion profile, reviewed country demographics and influences, examined case studies, assessed the business case, considered communication strategies, and identified the main focus areas for Diversity and Inclusion Action Plans.



ABU & AUB partner on syndicated coverage for COP29 with support from Green Climate Fund

The Asia-Pacific Broadcasting Union and African Union of Broadcasting formed a groundbreaking partnership to provide daily syndicated coverage from COP29, which took place in Baku, Azerbaijan.

The “Finance COP” Focus COP29 was prominently labeled as the “Finance COP,” with primary discussions centered on establishing concrete financial mechanisms to support climate action in developing nations.

This collaboration, supported by funding from the Green Climate Fund, ensured that ABU and AUB members, along with affiliated unions, received timely updates on the critical climate discussions as they unfolded.

The coverage initiative focused on amplifying global conversations around climate action and ensured that critical financial agreements and climate discussions reached broader audiences across the Asia-Pacific and African broadcasting networks.

ABU as an association partner of CABSAT 2025



The Asia-Pacific Broadcasting Union delegation actively engaged with international stakeholders, explored potential collaborations, and gained valuable insights into emerging trends and innovations that could benefit ABU members.

Throughout the three-day event, the Asia-Pacific Broadcasting Union strengthened its visibility and presence within the global media technology landscape.

The highlight was the presentation by Mr Kamei Masashi, Senior Manager of NHK STRL and Chairman of the ABU Technical Committee, who spoke on 4K/8K UHD TV and R&D developments in satellite broadcasting in Japan.



ABU as a partner of BroadcastAsia 2025

The event provided a dynamic platform for international engagement, where media professionals, technology innovators, and industry leaders explored cutting-edge advancements and emerging trends in broadcasting.

The session took a practical look at the fast-changing media delivery landscape driven by new technologies and shifting audience behaviours, and drew strong interest from the participants.

A main highlight of ABU’s involvement was that it delivered the workshop titled “Future of Media Delivery: Expectations & Facts.”

The ABU booth also attracted a constant flow of visitors, who showed great interest in the Union’s key activities and events such as the ABU Digital Symposium, ABU Prizes, ABU RAI Days, and more.



WBU-UNDRR Phase 5

- The fifth phase of the global media campaign to save lives was launched, marking the 20th anniversary of the 2004 Boxing Day Tsunami.
- Through the World Broadcasting Unions (WBU) network, regions including Africa, Asia, the Pacific, and the Caribbean will collaborate on television productions.

- The campaign advances the UN’s Early Warnings for All (EW4A) initiative, focusing on tsunamis and sea surges.
- These productions use storytelling to highlight risks, preparedness, and the lifesaving impact of early warning systems.



ABU hosts World Broadcasting Unions Meeting alongside 61ST General Assembly

- Hosted the World Broadcasting Unions (WBU) Meeting during the 61st ABU General Assembly on 21 October 2024 at TRT’s headquarters in Istanbul.
- Virtual participants included Sonia Gill - CBU and Dr. Oswaldo Quintana Cardona – AIR.

- The event brought together prominent global broadcasting leaders, including Abdelrahim Suleiman - ASBU, Noel Curran-EBU, Rebecca Hanson-NABA, Gregoire Ndjaka – AUB , and Ahmed Nadeem - ABU.
- The meeting highlighted unity and collaboration among global broadcasters and emphasized their shared commitment to shaping the future of the industry.



ABU Secretary-General attends 44th ASBU General Assembly

The 44th ASBU General Assembly convened senior officials from regional and international broadcasting organisations, including ABU Secretary-General Mr Ahmed Nadeem.

On 16 January 2025, Mr Ahmed Nadeem participated in the Professional Discussion session on Broadcasters in the Age of Digital Convergence and Multiplatform Services.

He spoke about strategies and tools for successful technological convergence.



ABU Secretary-General visits To MyDIGITAL Corporation & NAIO

Mr Ahmed Nadeem, Secretary-General of the Asia-Pacific Broadcasting Union (ABU), visited MyDIGITAL Corporation and the National AI Office (NAIO), Ministry of Digital, Malaysia.

The meeting provided a valuable opportunity to exchange insights, explore potential collaborations, and strengthen regional ties.

The ABU Secretariat was received by Ms Ellina Roslan, Senior Director of MyDIGITAL Corporation, and Ms Mimi Roshaniza, Head of Strategic Communications at NAIO.

This engagement marks an important step in fostering partnerships and aligning efforts toward a more connected and technology-driven future.



ABU Secretary-General participated in 2nd Central Asian Media Forum in Astana, Kazakhstan



- The forum was held from 16 to 17 April 2025 in Astana, Kazakhstan, with over 700 delegates in attendance, including media leaders, policymakers, and international experts.

- Hosted by Kazakhstan's Minister of Culture and Information.

- The forum focused on strengthening media cooperation, the impact of digital transformation, and addressing global challenges such as climate change and geopolitical instability.



ABU Secretary-General at Waves 2025, Mumbai

Mr Ahmed Nadeem, ABU Secretary-General participated as a speaker at the World Audio Visual & Entertainment Summit (WAVES) 2025, held from 1 to 4 May at the Jio World Convention Centre in Mumbai.

He spoke in the session titled “Regulating Broadcast in the Digital Age: Key Frameworks and Challenges”, where he shared insights on the need for adaptive regulatory approaches in the evolving digital media environment.

ABU Secretary-General attends 16th AUB General Assembly in Abidjan

The ABU Secretary-General, Mr Ahmed Nadeem attended the 16th General Assembly of the African Union of Broadcasting (AUB), held from 19 to 20 June 2025 in Abidjan, Côte d’Ivoire.

His participation reaffirmed ABU’s commitment to strengthening ties with sister unions and supporting regional collaboration across the broadcasting community.

The engagement provided a valuable platform to exchange ideas, explore shared challenges, and reinforce mutual support between the Asia-Pacific and African regions.



ABU partners with UNESCO for promoting MIL in Media

- The Asia-Pacific Broadcasting Union has partnered with UNESCO in promoting Media and Information Literacy (MIL) in media.
- This initiative recognises the essential role of media in equipping societies with the knowledge and tools to navigate today's complex information environment.
- Through this partnership, ABU and UNESCO aim to strengthen the role of media as a driver of inclusive cultural engagement, responsible information practices, and democratic participation across the Asia-Pacific region.

The project includes a series of consultations and workshops designed to:

- Support media organisations in integrating MIL into their policies and strategies.
- Build the capacity of journalists and broadcasters to promote critical thinking, media ethics, and resilience against disinformation.
- Foster collaboration between media professionals, educators, policymakers, and civil society.



ABU-UNESCO DPRP Model Plan Project

- The Asia-Pacific Broadcasting Union in support of UNESCO has developed Model Disaster Preparedness and Response Plan (DPRP) for Media aimed at strengthening the capacity of broadcasters in disaster-prone regions.
- The project supports media organisations in developing and adopting tailored disaster response protocols to ensure timely, accurate, and life-saving information reaches the public before, during, and after emergencies.
- The DPRP Model Plan serves as a practical toolkit for national adaptation and will be launched at the upcoming ABU Media Summit for Climate Action and Disaster Prevention in November 2025 in Colombo, Sri Lanka.

ACKNOWLEDGEMENTS

The Asia-Pacific Broadcasting Union expresses its sincere appreciation to all member organisations for their exceptional dedication and continued support throughout the year. The active participation and collaborative of members have been fundamental to ABU’s mission of advancing broadcasting excellence across the region.

Throughout the year, member organisations have made significant contributions through knowledge sharing, capacity building initiatives, and innovative programming that serves diverse audiences throughout the Asia-Pacific. Member commitment to upholding the highest broadcasting standards has strengthened collective impact and regional influence.



61st ABU General Assembly
& Associated Meetings

ABU News Group Meeting
& Global News Forum 2025



119th ABU Administrative Council Meeting



Pacific Media Partnership Conference 2025



ABU Robocon



ABU AI Forum



Asiavision Coordinators’ Meeting

Workshop for TV Professionals



Technical Bureau Meeting



ABU-Rai Days



Documentary Co-production CARE 12 Series

Asia-Pacific Broadcasting Union
2nd Floor, IPPTAR Building,
Angkasapuri, 50614 Kuala Lumpur,
Malaysia

www.abu.org.my

info@abu.org.my

+603 2282 3592

@abu_hq

@abu.headquarters

Asia-Pacific Broadcasting Union



ANNUAL REPORT

2024/2025