

4th. WORLD ELECTRONIC MEDIA FORUM

WEMF 4

SESSION REPORTS

SESSION 1. Broadcasting or Broadband: Friends or Foes?

MODERATOR:

Tony Rallo, Vice-president Of Technology, Televisa

PANELLISTS:

- Carlos Dominguez, Senior Vice-president, Cisco
- Jon Cody, Senior Vice-president Of Digital Medias, Fox Entertainment Group
- Bas Konning, Netherlands Public Television
- Kunyoung Ahn, Korean Communications Commission

RAPPORTEUR:

Fernando Campos Cárdenas, Marketing Director, TV Azteca

The controversy of broadcasting against broadband it's a matter that depends of the level of development. It is a question of form rather than content. It usually depends on the level of technology. The more advances the technology level, the more this rivalry tends to disappear. Its goes from the competition to the complementation. If the technological development level is low, the technological conflict deepens.

Carlos Dominguez from CISCO, stressed the importance of assuming the culture of change: changing is hard but necessary. He marked that, since Darwin, evolution is understood as the survival, not of the strongest, but rather of the fittest, those that adapt best to change.

In this change, the innovation cycle has evolved; innovation now goes from laboratories straight to the consumers. Talent and ideas bring down barriers. This change concerns everyone at all levels. It is essential to experiment with, learn from and allow change.

Jon Cody from Fox entertainment established that broadband always demands more. It is not just about access, but also about speed. He explained that change is exponential and goes from the divergence to the convergence, where content is essential. Systems tends to be merged into a single platform.

Bas Koning underlined the importance of the individual involvement of users. Virtual communities express the merging of all media into one with absolute involvement. Its is no longer about seeing the media, but about being the media.

Kunyoung Ahn said that Korea is an example of how complex an issue transition is. Regulation always lags behind technology. To manage a successful convergence, the conjunction of technological, legal political, economical, creative and social factors is necessary. What may be a successful complementation today, change not because of technology but because of its social implementation.

SESSION 2. The Value Of Archives And The Cost Of Preserving Them

MODERATOR:

Sue Malden, Executive Coordinator Of The Interamerican Group Of The Organization Of Archives In Risk.

PANELLISTS:

- Stéphanie Rabourdin Godbert, Head Of International Relations, Institut National De L'audiovisuel.
- Alvaro Hegewisch Díaz-Infante, General Director Of The Fonoteca Nacional
- Joie Springer, Senior Specialist, Program Of Communication And Information, Unesco
- Eunice O. Arwa, Senior Legal Officer, Kenya Broadcasting Corporation

RAPPORTEUR:

Bassil Zoubi, Asbu Director Of The Transmission Department, Arab States Broadcasting Union (Asbu)

The main objectives of good archive management are preservation and accessibility. Digitization is a tool to enable this to happen. Digitization can help accessibility, but we need to be aware that digital recording media may have a finite life.

The principles of archive management issues are good collection, protection, cataloguing and classification. All make the archive manageable and accessible. These must be done whatever digitization programme in the undertaken.

Well-managed archives become an asset to be used by the broadcasters, in new productions and as repeats on new channels, to be accessible to the public and possibly for income generation. Rights problems can limit the use of archives.

Inteorganisational group of Archives at Risk (IAR) has contributed to the awareness of archives issues, leading to some commitment on national levels. Nevertheless many broadcasters have funding problems and archive management can often be a low priority.

IAR should continue to promote archive issues and develop an exchange between archives in danger and potential sponsors, to provide expertise management. Training and Education in archive management and professional skills at national and international levels should be developed in partnership with the Broadcast Unions training departments to create exportable/adaptable training modules.

All organizations concerned about audiovisual archives should work more closely together to jointly produce such training materials and lobby on behalf of audiovisual archives. This could be carried forward under the auspices of the CCAA (Coordinating Council of Audiovisuals Archive Agencies). AWBU representative could be invited to join the group as an observer.

The member broadcast unions of the WBU should be used to issue a statement of support for the preservation and accessibility of their archives.

The WBU should encourage the development of economy models that identify the value of archives, such as including the cost of managing the archive as part of the costs of programme producers or costing the benefits of using the archive in repeats and refuse within new productions; acknowledging that the archive could be a valuable asset to enable the broadcaster to reach the public via on demand services.

The WBU member broadcaster should encourage support for national and international initiatives to find ways of using content for which the copyright owner cannot be found.

SESIÓN 3. Electronic Journalism and the Citizen Reporter

MODERATOR:

David Baylor, Wbu Secretary General

PANELLISTS:

- Alexandre Jobim, President Of Air/Aib Legal Committee
- Toshiyuki Sato, Executive Director For Nhk
- Leonardo Reales, Project Advisor For Creador Pictures..

RAPPORTEUR:

David Baylor, Wbu Secretary General.

This subject underlines the speed with which changes have happened in the media, and the depth of society's transformations. Electronic media have reacted individually, each of them adapting to specific circumstances without yet establishing a global consensus.

It is necessary to specify the terms "journalism" and "journalist" for, although we all have the right to freely express ourselves, not all information is consistent, nor is it journalistic material.

This is a complex and sensitive subject: in certain occasions the media grants credibility and, in some others independent citizens grant it. There is a relative consensus about valid information being one that is verifiable and can be interpreted beyond the immediate moment.

It is necessary to reach equilibrium and a complementary position between both sources of information - the organized, institutional one and the independent, citizen one - to add to both sides. Necessary that one source should find within the other what it lacks, without losing what it has. There is a place and a time for everything. Both can coexist and give together a more complete view of events.

Citizen organizations could be a mediating character between both concepts; they give order and more certainty to individual reporting without losing the opportunity and freshness of independent information.

For both organized electronic journalism and citizen reporters, the key word is: responsibility. Let's achieve responsible journalism.

SESSION 4. The digital transition: where are we now?

MODERATOR:

César Gerbassi, Oti Engineer In Chief

PANELLISTS:

- Mark Richer , Atsc President
- Bassil Zoubi, Director Of The Asbu Broadcasting Department
- Joan Warner, Radio Australia General Director Of Commerce
- Néstor Criscio, lab Chief Of The Technical Comitée

RAPPORTEUR:

Patrick Cozier, Caribbean Broadcasting Union General Secretary

The key word for digital transition is: coexistence. Internet coexists and will do so in the near future with the rest of electronic media, newspapers, books etc. We need to see the relationship in complementary terms. Broadcasters shall not fear to face the digital transition.

Today, there are different formulas to proceed, depending on political, economic, legal and social conditions for each country, but the irreversible area of agreement is transition. Broadcasters that refuse to take the chance and make the switch to digital, will loose audience.

In different regions, official and private financial programs have developed to broaden the digital receptor's market, as well as promotion plans, special productions, training courses, etc. in order to speed up transition.

The future of broadcasting is in wireless, with global and multiple options within the market. Digital goes hand in hand with wireless. Broadcasters should seek to engage with all mobile receptors. There are already demonstrations on multiplex services

Evolution is constant; this foresees a brilliant future for digital television; from HDTV to next generations of receptors.

Still, there is be a period of coexistence that will let discussion on subjects such as spectrum protection, safety on citizen's freedom of speech, threats and risks for broadcasters, democratic participation, among others. This will allow decision-making on transition as fluid as possible

SESIÓN 5. Multilateral Institutions and Global Media Concerns

Moderator:

Dr. Gastón T. Melo Medina, President EVAC (Espacio De Vinculación, A. C.)

Panellists:

- José Antonio Ardavín, Director For Latin America, OECD.
- David Astley, Secretary General, ABU.
- Abdul Waheed Khan, Subdirector General Of Comunicación And Información, UNESCO.

Rapporteur:

Mauricio Simón Fajer, Project Manager, OTI

The challenge of collaboration between multilateral institutions and the media cannot be ignored nor overlooked. Speak the same language requires not only a shared language, but common themes.

Collaboration begins with trust-building, by moving from mutual pressure to a degree of collaboration that will lead to a state of society. Multilateral institutions and the media should be partners in a common project.

It is necessary to find points of agreement and certain uniformity in the institutions' various global agendas to decide what to prioritize. We must make the major themes news; a journalism with an emotion in which the social dimension is identified with the human dimension. We will have to raise the standards of journalism, empower responsible journalists, improve their professional level.

Social progress is built on dialogue, development and democracy. No development is sustainable if it does not factor in information and knowledge; we must build the knowledge society, which is unthinkable without media participation. We must save its independence, build new skills, move from mere propaganda to the creation of information; one possibility is for institutions to invest in media and media associations rather than investing in domestic production.

In this necessary cooperation, media associations are intermediaries between multilateral institutions and the media. A representative of media associations could be the link between both parties.

SESIÓN 6. Helping the disadvantaged in the digital World.

MODERATOR:

Mr. David Baylor, Naba Secretary General

PANELISTS:

- Román Gómez Méndez, Director Of Tecnical Development, Tv Azteca.
- Michael Starling, Vice President, Chief Technology Officer, Executive Director, National Public Sector Labs, Washington D.C.
- David Wood, Head Of New Technology, Ebu.
- Toru Takagi, Science And Technical Research Lab, Nhk.

RAPPOREUR:

David Astley, Secretary General Abu.

The digital transition is a great opportunity to better the situation of the disadvantaged and increase their participation in the media.

A great fraction of society does not benefit from many of the communication services to which it is entitled. Not all of us are doing what we could to serve the disadvantaged.

Not only could media content be modified, but also the way in which it is presented; adding subtitles, changing image format, etc... These are short term and low-cost contributions.

The proportion of the Aged in World society is increasing. They watch more television than the young generations, and the physical conditions in which they do so should be taken into account.

Online digital media make it possible to offer services that specifically address this sector's needs.

New technologies must adapt and contribute to current services, not replace them.

Better research is needed to improve the services and increase the accessibility of media to disadvantaged sectors of society. What has been done until now doesn't by any means cover the existing needs.

The whole society will benefit from the bettering of the position of the disadvantaged in the media and the improvement of the services to which they have access.

SESSION 7. Security of the journalists. In times of peace, not only in war times

MODERATOR:

Luis Pardo, Air/Lab President

PANELLISTS:

- Dario Ramirez, Free Speech Prgram, Article 19
- Olga Wornat, Writer And Journalist
- Rodney Pinder, Director Of News Safety Institute
- Mark Richer, President Of Atsc

RAPPORTEUR

Jean Reveillon, General Director Of The European Broadcasting Union (Ebu)

It's necessary to pay attention to the price it's being paid for the impunity. Pression needs to be kept, since journalists die in the search for the truth.

In a war there are no codes, but in Latin America we are living dangerous times, Mexico is one of the most dangerous countries for journalists, especially in places where corruption prevails.

In Latin America we don't live times of war, but neither of peace. This implies there's no freedom of expression. Journalism is about making the government uncomfortable. The journalists must abide by ethics, save their integrity and tell the truth.

The aggression agents of the journalists are State agents, they are inside the Government structure and they start to multiply.

Mexico has created different institutions to avoid any kind of aggression as the Human Rights Commission, Deputy Camera and legal prosecution services, but there have not been good results yet.

There is one actor who has not taken the necessary measures: the mass media.

The Journalism needs to reinforce its ethical and public character and society and every member, all together must agree on a policy of prevention.