



## **CO-ORGANISERS**

### **Asia-Pacific Broadcasting Union (ABU)**

ABU is a non-profit, non-government, professional association of broadcasting organisations, formed in 1964 to facilitate the development of broadcasting in the Asia-Pacific region. It provides a forum for promoting the collective interests of television and radio broadcasters, and engages in activities to encourage regional and international co-operation between broadcasters. It currently has more than 180 members in 56 countries and regions, with its broadcaster members reaching a potential audience of about 3 billion people.

It organises many activities and projects to promote excellence in broadcasting, and to improve programmes, skills and technologies of its members, including the ABU Children's TV Programme Item Exchange. [www.abu.org.my](http://www.abu.org.my)

### **Cable & Satellite Broadcasting Association of Asia (CASBAA)**

CASBAA is an industry-based advocacy group dedicated to the promotion of multi-channel television via cable, satellite, broadband and wireless video networks across the Asia Pacific.

CASBAA represents some 130 Asia-based corporations, which in turn serve more than 3 billion people. Among the highest priorities for CASBAA is the promotion of free and fair markets, the protection of intellectual property rights and the development of thriving and competitive domestic communications industries.

Other key points of focus for CASBAA in 2009 are the impact of mobile technologies; continuing to engage the regulatory authorities in multiple markets; promoting industry development in India, Indonesia, Thailand and Vietnam among others and promoting the effectiveness of pay-TV as an advertising vehicle. [www.casbaa.com](http://www.casbaa.com)

### **United Nations Children's Fund (UNICEF)**

UNICEF is on the ground in over 150 countries and territories to help children survive and thrive, from early childhood through adolescence. The world's largest provider of vaccines for developing countries, UNICEF supports child health and nutrition, good water and sanitation, quality basic education for all boys and girls, and the protection of children from violence, exploitation, and AIDS. UNICEF is funded entirely by the voluntary contributions of individuals, businesses, foundations and governments.

[www.unicef.org/eapro](http://www.unicef.org/eapro) [www.unicef.org/rosa](http://www.unicef.org/rosa)