Welcome message (David Balme)

Ladies & Gentlemen, Dear colleagues, Dear Friends,

I am glad and honoured to co-organize and lead this workshop on quality management, back to back with the thrust generating General Assembly of the ABU.

Please, let me deeply thank:

- ABU Secretary General Dr **Javad Mottaghi** who has been continuously supporting the development of quality management systems in Media corporations all over the Asia Pacific region area for the last 10 years

- Thai PBS Director of the Academic Institute of Public Media, Mr **Anothai Udomsilp**, for his outstanding commitment to quality and testimony on the motivation factors and first benefits resulting from the implementation of Thai PBS quality management system

- ABU Legal Advisor and workshop organizer Mrs **Premila Manvi** as well as all the ABU staff who carefully prepared the event

- The contributors to this morning presentation and who I don't know yet unfortunately

- You all, as corporate executives, with the decision making power to trigger new ways of managing your corporations to achieve the highest standards of performance.

- My President, Mr Thierry Lenoir, CEO of Hong Kong based Safety Management specialist, Worms & Cie

Why do we organize a workshop on quality management ?

10 years ago, several world re-known representatives of the Media sector area from all continents were asked to identify the key evaluation criteria of the content, structure and infrastructure needed to contribute to social development and protection of public interests.

 Those mainly dealt with:

- Independence and transparency
- Ethics and policy
- Proximity to cultural identity
- Audience satisfaction
- Media accessibility
- Innovation and creativity

These criteria were the building blocks for the quality-management standard for broadcasters and Internet-content providers that the Media and Society Foundation published under the reference ISAS BCP9001 in 2003, revised in 2005 and 2010.

Numerous media organizations around the world are successfully implementing the ISAS BCP 9001 standard, but many are still reluctant to adhere to the core concepts of transparency and accountability.

Media executives often seem more concerned with financial woes and technological challenges than with such quality-management issues as satisfying the needs of society.

Over the last 10 years, the situation has not improved. Professional standards in journalism are increasingly compromised. Scandals of significant magnitude – including those at News Corp, the world's largest private media conglomerate, and the BBC, the international beacon of public media – further weaken the public's trust in mainstream media.

The spectacular development of new media has not been helpful. "How do you know what's accurate and what's not? How do you know what's hacked and what isn't?" are frequent complaints one hears from users of the Internet and social media.

Even though the short-term view may look rather bleak, both technical and societal developments offer reasons for cautious optimism. Also, some Nation wide leading Media organizations initiated long term change strategies aiming at social capital development and protection of public interests.

This is why we would like you to take advantage of this workshop to :

        1 – get a better picture of what quality & CSR management deals with in a Media Organization through the work achieved by Thai PBS & TF1

        2 – share with one another your insight into the key success factors (already existing or needed) your company can rely on to build a comprehensive and sustainable CSR reporting mechanism to the general public ?

Please, enjoy the workshop and do not hesitate to ask any question.