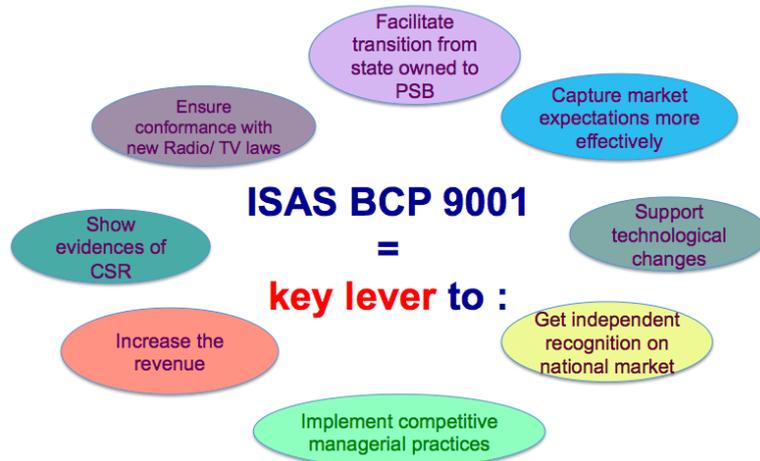


Quality Management in Media Companies

Minutes of the workshop associated with the ABU General Assembly
Istanbul, October 28th, 2015

With over 30 participants to the workshop organized jointly by the ABU, Challenge Optimum SA and the Media & Society Foundation and with the support of Thai PBS, quality shows how important this subject is to media decision makers of the Asia-Pacific area. Here is a short wrap-up of the discussion.

While press freedom* is still at stake in many countries, media companies also have to take up three other main challenges : 1) invert the decline of public trust** in their contents, 2) retain their audience with respect to new competitors resulting from the de-regulation of national markets and 3) take the



best advantage of the digital revolution so as to broadcast their contents on any platform while launching new services and being more attractive. Quality management best practices appear as a key lever to take up these challenges. As Guillaume Chenevière*** states : « the main asset of a public service media is the public trust in its added value to society. The ISAS BCP9001 universal media quality management standard has no other intent than to help Media corporations set up a more transparent organization and a

more efficient system of quality control, which are indispensable tools to achieve this goal». By showing concrete evidences of what the company states at all levels, it brings more transparency in the decision making process and ensures that the expectations of the audience are captured and propagated throughout the whole organization. Based on that, everyone can understand more accurately his/her specific roles & responsibilities in contributing to a program that perfectly matches the identified expectations, both from an editorial, technical and artistic viewpoints. It has been observed in several countries that these practices often match the legal requirements of new laws on radio & TV in the transition from state owned corporations to public service broadcasting as in Romania, Mexico or Thailand. Thai PBS, the first and unique public broadcaster in Thailand, has recently implemented the requirements of ISAS BCP9001 so as to build professionalism, reliability and justified worthiness of the fee paid by the citizens. Implementing the standard allowed to think thoroughly about the way different know-how are put together to produce tailored contents to its audience and ensures a good standardization and quality control of the activities.

Finally, amongst the requirements identified by the participants to evaluate a media company for its service of the public interest and representation of society's diversity while developing its market share and its commercial success, one can highlight the need to rely on a legally instituted body, audience research and response management, a transparent recruitment system, the need for a multi stakeholder strategic decision committee and accountability system to them, risk & crisis management, public participation and CSR reporting, criteria to evaluate the relevance of contents as well as quality management. To sum up the output of this workshop, as famous journalist Edward R. Murrow used to say : "we cannot make good news out of bad practice". ISAS BCP9001 provides a key lever to standardize best practices across the whole company.

All presentations can be downloaded from www.certimedia.org

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*Source : <https://index.rsf.org/#/>, similar results on www.freedomhouse.org

** <http://www.edelman.com/insights/intellectual-property/2015-edelman-trust-barometer/>

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