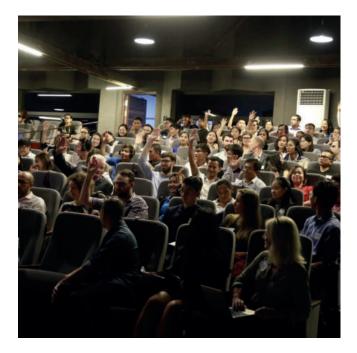
THE CAMBODIA MEDIA LAB

7 AUGUST 2019













Event recap: The Cambodia Media Lab

Launching the Cambodia Media Lab

On August 7th, 2019, UNDP convened the first Cambodia Media Lab, bringing together more than 100 of the most inspiring media entrepreneurs and experts from across Cambodia and Asia to discuss how we need to rethink business models and the concept of media itself.

The event featured a mix of plenary presentations, a masterclass on different aspects of media innovation and design thinking, as well as panel discussions, such as:

- How to develop content and build communities in the 21st century;
- What does media entrepreneurship look like in Cambodia and across the region? And where do I begin;
- How can we promote media resilience in Southeast Asia?
- Women in front: Leadership, entrepreneurship and breaking through the glass ceiling in media; and much more.

"I left the event with a positive feeling about overall media landscape in Cambodia. True, the news space issues I felt were under-discussed, but in general there was an optimism that is very important to build on and develop!" – International freelance journalist.

During the Media Lab, our partners from Splice Media released the findings from the Media Market Audit, an in-depth study of media alternatives in Cambodia. The report aims to give media start-ups and entrepreneurs in Cambodia an understanding of what makes newsrooms/media more sustainable and profitable.

"I think that the Media Lab is an important event for me to understanding about the media sector, journalism, and ideas to develop my daily work. I want to improve my skills to succeed. I want to create an idea for a media business. Thank You!" – Cambodian journalist

What can we do better in the next Media Lab?

While the first Media Lab was a success, we realize there's always room for improvement. We conducted a survey with participants, and they gave us some food for thought for forthcoming events. Here are four things we're going to improve upon for future Media Labs:

Shrinking voice. We're going to find safe ways to include voices of journalists and media professionals who are directly affected by pressures and limited spaces for independent media. As one participant said, "without beginning to address these issues, news media start-ups can neither develop nor thrive in any meaningful or impactful way." We agree. For future Media Labs, we'll do our best to find solutions to address this need.

Less is more. We received a lot of feedback that the panel discussions were good, but time restraints

and panel sizes didn't allow for in-depth discussions or for enough questions from the audience. In the future, we'll limit the panel size and ensure we have time to take questions from the audience. Also, for the next Lab, we will be focusing on one theme at a time, so we can have deep dives on different topics related to media.

Timing. We'll try to hold the events on either Friday or Saturdays, as we heard it's hard for journalists and media professionals to take time off during the week.

Feedback on research. For future research, we'll try to make the feedback loop more participatory and inclusive.



"With design thinking, businesses gave people what they want. Should CSO and international development agencies do the same?" – Media Lab participant on Twitter.

What's Next for the Cambodia Media Lab?

We're about to launch the Media Alternatives Business Challenge! We'll be selecting 3-4 media start-ups. This challenge will direct investments to a specific media product. Keep in mind, we're not looking to invest to 'keep doing what you're doing'. We're looking to invest in innovative media products that can help sustain your newsroom/organization.

Also, during the first Media Lab, we started a discussion on media resilience. From our participant feedback survey we found this was one of the more relevant sessions for media practitioners and that they would like to have a deeper discussion on the topic. Therefore, in October we'll be hosting our 2nd Media Lab with a focus on media resilience. The discussion will explore how we can create an ecosystem where media entrepreneurs are able to prosper financially, they are able to engage authorities constructively, and promote accountability. These are all essential ingredients of a democratic society and are among the pillars of the 2030 Agenda for Sustainable Development.

About The Media Alternatives Project

Across the region, the media landscape and its capacity to advance freedom of expression are being challenged by the "twin crises of trust and sustainability for journalism". Disinformation has undermined the veracity of news and damaged the trust in the media as a democratic institution. At the same time, media organizations have suffered from market pressures and struggle to establish sustainable businesses in a competitive and crowded environment.

In a positive development, new and alternative media experiences are emerging, which are capable of surviving, even thriving, in the most challenging circumstances. Newsrooms are being transformed into creative and innovative spaces where digital content developers, engineering and product designers, data scientists and business-savvy editors collaborate with traditional figures like journalists.

These "media alternatives" can take different forms and formats – some are for-profit enterprises that adopt new business models, while others represent creative experiments led by ordinary citizens. Technology has fundamentally changed traditional business approaches, content production, distribution, and even ownership. Quite interestingly, some of these media alternatives run revamped versions of traditional business models based on limited quality readership.

It is, however, in its citizen-enabling power that technology and social media, in particular have shown more dynamism. Celebrities, musicians, vloggers, and active citizens are using different social media to broadcast their ideas, hopes and concerns. In Cambodia, social media have been used as an aggregator of bloggers and young civic activists who regularly gather in cafes around Phnom Penh to discuss about social issues and policies using a constructive and less partisan discourse. There is, however, an enormous potential for new forms of digital and alternative media. The United Nations Development Programme (UNDP) is exploring new ways to incubate and support these "media alternatives" to increase resilience and strengthen civic spaces.

Project objectives:

- 1. Mapping of media alternatives and innovations in Cambodia.
- 2. Accelerating and scaling innovative and sustainable media alternatives in Cambodia.
- 3. Promoting women's entrepreneurship and leadership in the media sector.

Media Alternatives Project Manager

Mr Fabio Oliva, Peace and Development Advisor, UN Cambodia fabio.oliva@one.un.org

SESSION 1

Cambodia Media Market Audit: Presentation of findings	Mr. Alan Soon & Mr. Rishad Patel , Co-founders of Splice Media
What does media entrepreneurship look like in Cambodia and across the region? And where do I begin?	Moderator: Ms. Jiahuan (Sheila) Yuan, Media Alternatives Project Consultant, UNDP
	Panelists:
	Mr. Delux Leang, CEO and Co-founder, Thmey Thmey
	Dr. Judith Clarke, Associate Professor at Hong
	Kong Baptist University
	Ms. Kounila Keo, Managing Partner at
	Mekhala Radiant Communications
	Mr. Vichet In, Founder and CEO, KhmerLoad

Description: Starting a business, especially in the media sector in Cambodia, requires vision and business acumen. This panel will dive into some of the complex issues relating to investment strategies, developing a winning product and finding your niche, and share some lessons learnt.

Women in front: Leadership, entrepreneurship and breaking through the glass ceiling in media.

Moderator:

Ms. Darathtey Din, Political and Public Diplomacy Officer, UK Embassy in Cambodia

Panelists:

H.E. Koung Sorita, Adviser to the Ministry of Women's Affairs
Ms. Chansophea Ung, Deputy News Director at Cambodia News Channel (CNC)
Ms. Yann Lyna, Editor-in-Chief, Vayo Radio
Ms. Kosoma Kim, Communications Manager, Impact Hub

Description: In Cambodia and across the region, women in the digital start-up space are still quite rare. Women's representation in the media profession is not much different as women are vastly underrepresented in both leadership positions and within the newsrooms. This diverse panel of leaders, entrepreneurs and journalists will cover some of the challenges they have faced and the opportunities they see for other women in the media industry.

SESSION 2.b

How to develop content and build communities in the 21st century?	Moderator: Ms. Bopha Seng , Media and Communications Specialist
	Panelists:
	Mr. Akira Morita, Director of Community &
	Programme Design, School of Slow Media
	Mr. Chhuong Yiv Chhoy, Producer, Loy 9
	Ms. Sokcheng Seang, Co-founder, Wapatoa

Description: The two decades into the 21st century have been unique in terms of impact on the media and communication industries. With the introduction of converging technologies such as the mobile "smart phone" and multiple digital platforms, these digital industries are not only in the process of transforming themselves but are being transformed by many external factors. The way newsrooms create and disseminate content seemingly changes overnight. More and more organizations like Rappler in the Philippines are building unique online and offline communities of fiercely loyal followers. This panel covers how newsrooms in Cambodia are preparing media content for the next big change.

SESSION 3.a

Building tools and structures for investigative journalism: challenges, opportunities, and making watchdog newsrooms sustainable

Moderator: Mr. Paul Miller, Editor, Globe Media Asia Panelists: Ms. Kuch Naren, Associate Editor, Koh Santepheap Mr. Nop Vy, Media Director, Cambodian Centre for Independent Media Mr. Soklim Ky, Co-founder, Thmey Thmey Mr. Sonny Swe, Founder & CEO, Frontier Myanmar

Description: It is true, investigative journalism pays! In newsrooms around the world, investigative journalism has become a driving force behind many new business models aiming at protecting the integrity of editorial operations and maintaining high standards of professionalism and independence. This implies trusting readership more and breaking the sacrosanct wall between editorial and funding sources. Could Cambodia find similar models to help sustain investigative journalism?

SESSION 3.b

How can we promote media resilience in Southeast Asia?	Moderator: Mr. Fabio Oliva, UN Peace and Development Advisor/ "Media Alternatives" Project Manager
	Panelists:
	Mr. Danilo Caspe, Acting Executive Director,
	Cambodian Centre for Independent Media
	Dr. Judith Clarke, Associate Professor, Hong
	Kong Baptist University
	Mr. Sebastian Strangio, Journalist & researcher
	Ms. Bopha Phorn, Freelance journalist

Description: Newsrooms across the globe keep governments, legislators, and big business in check by keeping society or the public informed. Investigative journalism plays a big part in exploring social issues in depth, capturing emerging trends and promoting integrity and accountability. This panel will explore a fundamental dilemma: how to create an ecosystem where media entrepreneurs are able to prosper financially, they are able to engage authorities constructively, and promote accountability? These are all essential ingredients of a democratic society and are among the pillars of the 2030 Agenda for Sustainable Development.

SESSION 4

Masterclass - Introduction to building a sustainable media enterprise in Southeast Asia: Lessons learnt from the 'Media Market Audit'

Facilitators Mr. Alan Soon & Mr. Rishad Patel, Co-founders of Splice Media

Description: While no 'one-size fits all' approach exists for media enterprises, there is plenty to learn from Cambodia and Southeast Asia's dynamic media entrepreneurs. During this masterclass, Alan Soon and Rishad Patel will give an inside peek at what makes some media entrepreneurs more successful than others and the ingredients that emerging organizations and journalists need to bring in more revenue and find new audiences.

SPEAKER BIOGRAPHIES



Mr Akira Morita

Mr. Akira Morita is the Director of Community & Programme Design, School of Slow Media. He works in the cross-section of design, multi-cultural communication, and community development. He is a community builder and idea practitioner—he believes Communities and Great Work are built through the practice of listening. In settings where "understanding" is uncertain, complex or seemingly impossible, he asks: "what can I *learn* from what I don't understand?" His mother taught him the piano as a child, and how to pay attention to subtle differences. He's lived outside of his native Japan for 30 years, honing this art. As a consultant, he has served startups, international NGOs and agencies in the US, Asia, and Europe."



Mr. Alan Soon

Mr. Alan Soon is Asia's leading expert on newsroom operations, digital transformation, and building the new business of media. He also advises early-stage media-tech startups. He is the co-founder of Splice Media. A career journalist for two decades, Alan has worked in radio, television, news wires, magazine, and online across Asia, giving him unique insight into how various newsrooms get things done—and where they get stuck. He started his career as a reporter and grew into other operational roles at Bloomberg, CNBC, Kyodo News, Star TV and Channel NewsAsia. He eventually led one of the largest digital news teams in the industry as Yahoo's Managing Editor for India and Southeast Asia.

Follow him on Twitter: @alansoon



Ms. Bopha Phorn

Ms. Bopha Phorn has been working as a journalist for nearly a decade. She got her start with Deutsche Presse Agenteur in 2006 and then with The Cambodia Daily newspaper where she eventually assigned as an assignment editor and editor-at-large. Currently, she is a news coordinator and an editor and enterprise reporter for Voice of America Khmer Service. As an enterprise reporter with VOA, Bopha covers human rights issues, environmental issues and politics.

Follow her on Twitter: @bophaphorn



Ms. Bopha Seng

Ms. Bopha Seng has over 10 years of experience in media and communications planning. Throughout her esteemed career she has worn many hats from a field researcher, lecturer, reporter, producer, radio adviser, communications analyst, to behavior change communications expert. Her assignments cover a wide range of communications for development concerns such as youth empowerment, water and sanitation, gender equality, public health, agriculture, governance, education and environment.

Ms. Chansophea Ung

Ms. Chansophea Ung, a nationally recognized news presenter and the current Deputy News Director of CNC, is breaking barriers as one of Cambodia's most senior women in media. Aside from her work in the newsroom, she is also the head of the Women's Committee at the Union Journalists Federation of Cambodia (UJFC) and a board member for the Civil Society Alliance forum (CSAF).





Mr. Chhuong Yiv Chhoy

Mr. Chhuong Yiv Chhoy is a producer Loy 9 TV. After joining a group of young people passionate about film, the arts, and media people at Kon Khmer Koun Khmer (4K) in 2009, Chhoy went on to produce two short films. He has been involved in various in jobs such as music, films, documentaries, TVC and TV shows etc. Chhoy is currently the Executive Producer/Director of BBC Media Action, making several inspiring projects such as Love 9, Klahan 9, 909 show, and Don't Wait for Rain.



Mr. Danilo Caspe

Mr. Danilo Caspe is Currently serving as Acting Executive Director, he has been with the Cambodian Center for Independent Media since its establishment in 2007. He has been working in Cambodia since 1995 with various human rights organizations providing training on human rights investigation, documentation, education and advocacy to the local human rights organizations. From 2010 to 2015 he worked with a peace monitoring and accompaniment organization as a Program Director in the Philippines. Before coming to Cambodia in 1995, he worked with a national human rights organization for more than ten years.

Ms. Darathtey Din

Ms. Darathtey Din is a communications and international affairs professional with a gift for strategic thinking and a passion for women's empowerment. She believes in the power of media to change the world for the better and has been able to put her ambitions into practice at UNICEF and the British Embassy in Cambodia.

Follow her on Twitter: @DarathteyDin



Ms. Dane Oung

Ms. Dane Oung is entering her fourth year as a student with the Department of Media and Communications at the Royal University of Phnom Penh. Over the summer break Dane has been injecting a fresh, youthful perspective to the QED social media team here in Cambodia. The media world should keep an eye out for this one, she's a rising star!





Mr. Delux Leang

Mr. Delux Leang is the Chief Executive Officer and co-founder of the well-known online news, www.thmeythmey.com. As a young journalist on the beat, Delux worked for some Cambodia's most renowned media outlets such as the French speaking newspaper Cambodge Soir and Radio France Internationale and Rasmei Kampuchea. Delux also remains passionately involved in training the next generation of journalists in Cambodia.

Follow him on Twitter: @deluxnews

Mr. Fabio Oliva

Mr. Fabio Oliva has been a UN staff for the past 11 years. Since 2017 he works as the UN Peace and Development Advisor in Cambodia. Prior to that, he served as the UN Peace and Development Advisor in Guyana and Suriname, and as a Peace & Security Officer at the UN Staff College supporting UN operations in Afghanistan, Iraq, Lebanon, Somalia, and Sudan. In 2007, he was a Research Fellow at the Royal University of Phnom Penh. From 2003 to 2006 he worked in Nepal as conflict analyst for programme of the Swiss Agency for Development Cooperation (SDC).

Follow him on Twitter: @FabOliva



Dr Judith Clarke

Dr Judith Clarke until recently had been teaching and researching journalism at the Hong Kong Baptist University, a career that spanned nearly 30 years. Her scholarly work focuses on Southeast Asian media, particularly Cambodia and Hong Kong. She has taught classes in professional journalism as well as international and comparative news. She set up and continues to teach a postgraduate course called Entrepreneurial Journalism. She's currently working on a book on the subject that covers greater China and Southeast Asia.



H.E. Koung Sorita

H.E. Koung Sorita is the Adviser to The Ministry of Women's Affairs in charge of economy and an accomplished entrepreneur. In 2010, she established her first company, Ocean Technology, in the field of technology, GPS, and telecommunications. H.E. is also the founder, director, and Chairwoman of several other companies such as Camomile Spring Cambodia, Blue Bird International Education, and the MotherCare Nursery School. Aside from her entrepreneurial endeavours, H.E. is the Vice President of the Cambodia Women Entrepreneurs Association and author of "Leading Ladies".

Follow her at www.facebook.com/soritakoung

Ms. Kosoma Kim

Ms. Kosoma Kim, is the Communications Manager at Impact Hub in Phnom Penh. Her role at Impact Hub is to share the stories of Cambodian entrepreneurs and local startups to the world. Kosoma loves to work with young startups and get their innovative solutions heard through the online platform. Being an activator, futuristic and strategic as her top strengths, Kosoma will always have her influencing answer to "What's next?" questions and strive to get it started. Kosoma likes to make friends. Problems and challenges are like her best friends; she is always there for them.

Follow her on Twitter: @KosomaKim

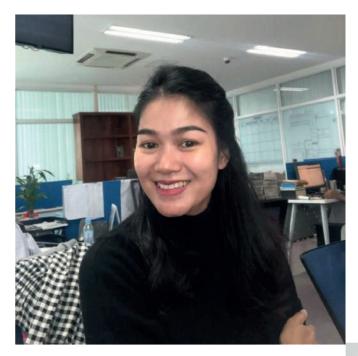




Ms. Kounila Keo

Ms. Kounila Keo is the Managing Partner at Mekhala Radiant Communications, a PR agency that services clients in Cambodia and Indochina. She's also the founder of WhenInPhnomPenh.com, a lifestyle digital platform that engages Cambodian writers and bloggers. She got her start in journalism with Agence France Presse, was a former digital manager for the BBC and a communications specialist for a USAID-funded technology project.

Follow her on Twitter: @Kounila



Mr. Paul Miller

Mr Paul Miller joined Globe Media Asia as a reporter after moving to Phnom Penh from Australia in early 2016. A former journalist and subeditor at Australian online daily Crikey, Paul's writing has appeared in Issimo, Fah Thai, Farrago, Catalyst, Voiceworks and ABC Online. A passionate arts, culture and current affairs writer, Paul came to Globe Media Asia for the chance to write about anything from Messianic millionaire preachers to post-Vietnam War poets. "There are so many incredible stories to tell here," Paul says. "Being able to dig beneath the surface of those stories, to make them come alive on the page, is what makes long-form journalism so rewarding."



Ms. Kuch Naren

Ms. Kuch Naren is an Assignment Editor and PR Department Chairwoman at Koh Santepheap Media (KSPM). She is currently overseeing reporters and provincial correspondents, including assigning, editing news and PR content, as well as help preparing contents for PR project. Previously she worked for the Cambodia Daily for over 15 years where she reported all kinds of news, particularly on politics, children's and women's rights, the garment industry and land issues. Before the Daily, she was a reporter for Radio Free Asia (RFA) for the Khmer Service during the first communal election in 2002.

You can contact her at: kn.naren99@gmail.com



Mr. Nick Beresford

Mr. Nick Beresford is the UNDP Resident Representative in Cambodia. Nick comes with 16 years of experience within the UN system, mostly in country offices, and a background in economics and finance. UNDP supports the Royal Government of Cambodia and other partners in a wide range of services including development and economic policy, environmental protection, and climate change adaptation and mitigation. Prior to his assignment in Cambodia in December 2016, Nick served in Bangladesh, Somalia, and Timor-Leste.

Follow him on Twitter: @NickBeresford2



Mr. Nop Vy

Mr. Nop Vy is the Media Director of the Cambodian Center for Independent Media (CCIM). He has been working with CCIM more than 10 years. As a member of the CCIM Management Committee , he leads a team of journalists and producers to develop educational programmes, news reports and investigative stories. Aside from his day to day work, Nop Vy is working to build the Cambodian Journalists Alliance (CamboJA), to expand the freedom of expression, space, and press in Cambodia.

Follow him on Twitter: @vy_nop

Ms. Pauline Tamesis

Ms. Pauline Tamesis is the United Nations Resident Coordinator in Cambodia. She holds more than twenty years of experience in development cooperation, policy development, advocacy and management both within the UN system and with other international organizations. In previous assignments, she served as Asia Regional Democratic Governance Practice Leader and Practice Manager and Anti-Corruption Policy. The United Nations system in Cambodia is represented by more than 20 agencies, funds and programmes.

Follow her on Twitter: @ptamesis





Ms. Pheara Lek

Ms. Pheara Lek is a procurement assistant at UNDP under the Policy and Innovations Unit. Pheara brings a wealth of procurement and coordination experience to the team. If you're currently sitting in the Media Lab, it's because of Pheara. She was instrumental in making this event happen. Be sure to thank her!



Mr. Sebastian Strangio

Mr. Sebastian Strangio is a journalist and researcher who lived and worked in Cambodia from 2008 to 2016, and is the author of "Hun Sen's Cambodia," one of the most widely read books on contemporary Cambodian politics. He is now a freelance correspondent and is currently working on a book about the impact of China's rising power in Southeast Asia.

Follow him on Twitter: @sstrangio

Mr. Rishad Patel

Mr. Rishad Patel, the Co-Founder of Splice Media, is a product and design professional. For more than twenty years, Rishad has designed and developed products for the web, mobile, radio, advertising, newsrooms, newspapers, magazines, podcasting, branding, books, and floor rugs for companies in Singapore, India, New Zealand, Europe, and the United States. He has been a design consultant for MIT and the Singapore-MIT Alliance for Research and Technology), and Eidgenössische Technische Hochschule, and an editorial consultant at The Straits Times in Singapore, the Wanganui Chronicle in New Zealand, and Mid-Day in Mumbai. He was also a co-founder of a gifting app startup in San Francisco, and a Singapore-based fintech startup. Follow him on Twitter: @rishadist





Ms. Sokcheng Seang

Ms. Sokcheng Seang is the Co-founder of Wapatoa and describes herself as "just a regular person, with a pretty curious mind". Through reading books and blogs, talking to interesting people and testing hundreds of ideas out, Sokcheng has carved a unique career for herself. Sharing lessons, scientific findings and artistic rendition of how to become better on her personal blog, she build a community of like-minded young people. Building on the blogs success, Sokcheng co-founded WAPATOA.com, a bilingual website aimed at providing quality content in Khmer to help the audience become a smarter, kinder version of themselves.

Checkout their website: www.wapatoa.com



Mr. Soklim Ky

Co-Founder Mr. Soklim Ky the of is Thmeythmey.com, one of the top online news outlets operating in Cambodia. Before Thmey Thmey, he was working for the French speaking newspaper Cambodge Soir as the Deputy-Editor in chief and for Radio France Internationale. Soklim spends his free time mentoring young journalists and acting as an independent media lecturer, spending time working for the Department of Media and Communication at the Royal University of Phnom Penh.

Follow Thmey Thmey on Twitter: @thmeythmey

Mr. Sonny Swe

Mr Sonny Swe is a pioneer in the Myanmar media industry with more than 20 years' experience. In 2000, he co-founded The Myanmar Times – the first Myanmar-foreign joint venture in Myanmar's media industry – and is also a former CEO of the Mizzima Media Group, which published a daily newspaper, a weekly English Magazine, news websites. He established Black Knight Media, publisher of Frontier Myanmar, in 2015.

Follow her on Twitter: @swe_sonny

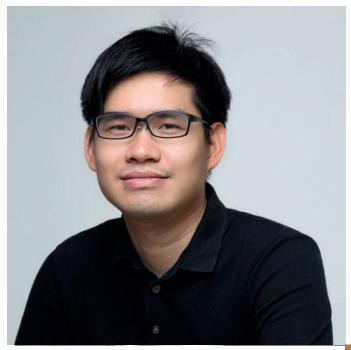




Ms. Jiahuan (Sheila) Yuan

Ms. Jiahuan (Sheila) Yuan is the Media Alternatives Project Consultant for UNDP. A passionate storyteller, Sheila is a trained multimedia journalist and a development professional. Believing that journalism has a significant role of informing and educating people, she's covered child protection, women's empowerment and other development issues in Hong Kong and Cambodia. If you're reading this, there's a 99.99% chance you've received at least one GIF from Sheila.

Follow her on Twitter: @yuan_sheila



Mr. Vichet Ing

Mr. Vichet Ing is the co-founder and CEO of one of Cambodia's first and most successful forays into e-commerce. He is also co-founder of Khmerload, also known as Mediaload, the first Cambodian tech startup to receive investment from Silicon Valley investors. It secured seed funding of \$200,000 from 500 Startups in 2017. Mediaload has since added a US\$ 5 million Series-A round to expand its e-commerce fashion business, Little Fasion. Channel NewsAsia featured Vichet as one of the great disruptors in Cambodia.

Ms. Yan Lyna

Ms. Yan Lyna, with more than 11 years of experience in the media industry under her belt, is the current Station Manager and Editor-in-Chief at Vayo FM. Vayo has stations in Phnom Penh, Siem Reap, Battambang and Sihanoukville, covering 15 major cities and provinces in the Royal Kingdom of Cambodia. During her leadership at Vayo FM, she has taken the station to new heights. Currently, Vayo is one of the leading radio stations in Cambodia, broadcasting current events and politics, world news, social and economics programs as well as entertainment, both on air and via Vayo FM's website.



Mr. Tim Jenkins

Mr. Tim Jenkins has nearly ten years of partnerships and communications experience in Asia. After spending more than 5 years working at the sub-national and national level in Mongolia, Tim went on to support the UN's work at the Regional Office in Bangkok, Bhutan, and now here in Cambodia. Tim is currently working as the Partnerships Consultant for the UNDP Media Alternatives Project.

