

Malaysia-Brunei Cooperation In Broadcasting, Information A Model For Asean Countries
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KUALA LUMPUR, May 12 (Bernama) -- Cooperation programmes between Malaysia and Brunei Darussalam in information and broadcasting fields could be used as a model for cooperation among Asean countries.

Communications and Multimedia Ministry (KKMM) secretary-general Datuk Seri Dr Sharifah Zarah Syed Ahmad said the two countries had previously collaborated in several fields, including the exchange of news, publishing sports programmes and documentaries for television.

There were also radio exchange programmes called "Tiga Serumpun" and "Titian Senada", as well as joint training establishment in engineering aspects, including television digitisation, she said.

She said this to reporters after chairing the Fourth Joint Technical Committee in the field of Information Meeting (JTCIM) between Malaysia and Brunei Darussalam, here, today.

Brunei Darussalam's delegation was led by Permanent Secretary (Media and Cabinet) at the Prime Minister's Office Awang Mohd Rozan Dato Paduka Mohd Yunus.

Sharifah Zarah said other than the news exchange, cooperation among ASEAN countries could also be made through documentary and animation programme exchanges, as well as in the field of book publishing.

"(Especially) creative industry and multimedia, which are the top fields in today's world. A lot of films were made in animation form like Avatar and computer games," she said.

She also said that Malaysia welcomed cooperation from other ASEAN countries and it would be a great loss to the countries if they did not grab the opportunity to cooperate in communications and multimedia fields.

On Malaysia-Brunei Darussalam cooperation, Sharifah Zarah said the ministry and Radio Television Brunei (RTB) were planning to venture into several new areas of cooperation in information and broadcasting fields.

"In broadcasting, both countries plan to produce traditional cuisine show, student debates and also partnership in production crew and logistics," she said.

In information, she said they were planning to venture into digitisation of books and internet protocol television namely IPTV, offering online television network and would be operated by the Malaysian Information Department.

Sharifah Zarah said a coffee table book on both countries' flora and fauna would also be

published by the Malaysian National News Agency (Bernama) and seminars and special courses would be held by Tun Abdul Razak Institute of Broadcasting and Information (IPPTAR).

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