

# 14<sup>th</sup> CONFERENCE OF THE ASEAN MINISTERS RESPONSIBLE FOR INFORMATION (AMRI)

## FRAMEWORK FOR CO-PRODUCTION ~~IN ON~~-THE AUDIO-VISUAL SECTOR FOR ASEAN

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### BACKGROUND

The 13<sup>th</sup> AMRI, held in March 2016 in the Philippines, adopted the ASEAN Strategic Plan for Information and Media (SPIM) 2016–2025 which aimed to advance cooperation and ASEAN-level agreements to provide regional mechanisms to promote access to information; encourage development of programmes and dissemination of information on the benefits and opportunities offered by the ASEAN Community; harness the use of information and communication technologies as a means to connect with the regional and global community; and engage media professionals, research, business and other entities in collaborative development of ASEAN-relevant content.

2 The 1<sup>st</sup> and 2<sup>nd</sup> SOMRI Working Group on Content and Production (WG-CP) meetings, which were held in October 2014 and May 2015 in Malaysia and Singapore respectively, agreed to create a vibrant and healthy media industry ecosystem in the region that actively promotes and facilitates co-productions among regional and international content producers to create compelling content for ASEAN.

3 During the 3<sup>rd</sup> SOMRI WG-CP held in September 2016, Singapore proposed to develop a regional “Framework for Co-Production in the Audio-Visual Sector for ASEAN”. The aforementioned Framework was subsequently endorsed at the 15<sup>th</sup> SOMRI meeting in March 2017 in the Philippines. The Framework will be tabled for approval at the 14<sup>th</sup> AMRI meeting in May 2018 in Singapore.

4 The Framework for Co-production ~~in the on~~-Audio-Visual Sector for ASEAN seeks to:

- a. Strengthen cooperation and facilitate co-productions among ASEAN Member States (AMS)
- b. Provide avenues for ASEAN content producers to work together, gain experience, and acquire new skills in production techniques; and
- c. Promote and raise the level of awareness, uniqueness and beauty of ASEAN to the peoples of ASEAN and international audience.

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**We**, the Ministers Responsible for Information of Brunei Darussalam, the Kingdom of Cambodia, the Republic of Indonesia, the Lao People’s Democratic Republic, Malaysia, the Republic of the Union of Myanmar, the Republic of the Philippines, the Republic of Singapore, the Kingdom of Thailand, and the Socialist Republic of Viet Nam (hereinafter referred to *collectively* as “ASEAN Member States” or “Participants”; or *individually* as “ASEAN Member State” or “Participant”), on the occasion of the 14<sup>th</sup> Conference of the ASEAN Ministers Responsible for Information (AMRI) held on 10 May 2018 in Singapore;

**Acknowledging** the establishment of the ASEAN Community on 31 December 2015 and the adoption of the *Strategic Plan for Information and Media 2016-2025* which aims to advance ASEAN-level agreements to provide regional mechanisms to promote access to information and the engagement of media professionals, research, business and other entities in collaborative development of ASEAN-relevant content.

**Noting** that the ASEAN Communications Master Plan (ACMP) and its overarching message of “ASEAN: A Community of Opportunities”, aims to promote the sense of ASEAN community belonging and offers a broad range of opportunities for all of its citizens.

**Recognising** that much progress has been achieved in the promotions of ASEAN and the opportunity for ASEAN Member States (AMS) to work closer together to further

enhance and raise the level of awareness and opportunities in ASEAN to the peoples in the region as well to the international audience.

**Welcoming** the endorsement by the Senior Officials Responsible for Information (SOMRI) for the formation of the 'Framework for Co-Production in the ~~en~~-Audio-Visual Sector for ASEAN'.

**Noting** that the 'Framework for Co-Production in the ~~en~~-Audio-Visual Sector for ASEAN' will encourage cooperation and collaboration, provide more avenues to produce more compelling contents about ASEAN, raise the attractiveness of the region, develop the information and media industry, and build a sense of Community among the peoples of ASEAN and international audience.

#### **DO HEREBY AGREE TO**

1. Strengthen cooperation in the audio-visual sector among ASEAN Member States to raise awareness and promote ASEAN as '*A Community of Opportunities*';
2. Facilitate collaborations amongst producers in the ASEAN Member States to produce more compelling contents about ASEAN, to raise the attractiveness of the region;
3. Foster a vibrant audio-visual sector, encouraging the generation and flow of ideas that helps in the development of the industry;
4. Encourage, in view of the changing media landscape, the development and delivery of ASEAN contents across ICT channels in order to engage the people of ASEAN and reach out to audiences beyond the region;
5. Provide business matching opportunities for media professionals and producers of long form audio-visual content among ASEAN Member States;

6. Identify focal points within ASEAN Member States to facilitate co-production of long form audio-visual content and help production companies navigate the administrative processes to film in the countries;
7. Encourage the exchange of media professionals among ASEAN Member States in the production of content.

**ADOPTED** this Framework in Singapore on Tenth day of May in the Year of Two Thousand and Eighteen, in one (1) original copy in the English language.

**ANNEX A****ASEAN Member States' Focal Points in Audio-Visual Sector**

<b><u>AMS</u></b>	<b><u>Organisations</u></b>	<b><u>Websites</u></b>	<b><u>Focal Points</u></b>
Brunei Darussalam	Department of Information, Prime Minister's Office	<a href="http://www.information.gov.bn">www.information.gov.bn</a>	<a href="mailto:karim.hamdan@information.gov.bn">karim.hamdan@information.gov.bn</a>
Cambodia	National Television of Cambodia	<a href="http://www.tvk.gov.kh">www.tvk.gov.kh</a>	<a href="mailto:tvknath@hotmail.com">tvknath@hotmail.com</a>
Indonesia	Televisyen Republik of Indonesia	<a href="http://www.tvri.co.id">www.tvri.co.id</a>	<a href="mailto:Zak.tvri@yahoo.co.id">Zak.tvri@yahoo.co.id</a>
Lao PDR	Department of International Cooperation, Ministry of Information, Culture and Tourism	<a href="http://www.micat.gov.la">www.micat.gov.la</a>	<a href="mailto:vilakonephongsa@gmail.com">vilakonephongsa@gmail.com</a>
Malaysia	National Film Development Corporation Malaysia (FINAS)	<a href="http://www.finas.gov.my">www.finas.gov.my</a>	<a href="mailto:azmir@finas.my">azmir@finas.my</a> ; <a href="mailto:shikin@finas.my">shikin@finas.my</a>
Myanmar	Myanmar Radio and Television, Ministry of Information	<a href="http://www.mrtv.gov.mm">www.mrtv.gov.mm</a>	<a href="mailto:moethuza.mrtv@gmail.com">moethuza.mrtv@gmail.com</a>

Philippines	Film Development Council of the Philippines	<a href="http://www.fdcph.ph">www.fdcph.ph</a>	<a href="mailto:info@fdcp.ph">info@fdcp.ph</a>
Singapore	Singapore Film Commission (SFC) Division, Infocomm Media Development Authority (IMDA)	<a href="http://www.sfc.org.sg">www.sfc.org.sg</a>	<a href="mailto:sfc@imda.gov.sg">sfc@imda.gov.sg</a>
Thailand	TV: The Government Public Relations Department (PRD)  Movie: The Secretariat Office of the National Film and Video Committee	TV: <a href="http://www.prd.go.th">www.prd.go.th</a>	TV: <a href="mailto:asean thai@hotmail.com">asean thai@hotmail.com</a>  Movie: <a href="mailto:Movieview0201.1@gmail.com">Movieview0201.1@gmail.com</a> <a href="mailto:culmovie@gmail.com">culmovie@gmail.com</a>
Viet Nam	Ministry of Information and Communication (MIC)	<a href="http://www.mic.gov.vn">www.mic.gov.vn</a>	<a href="mailto:dic@mic.gov.vn">dic@mic.gov.vn</a> , <a href="mailto:hangmt@mic.gov.vn">hangmt@mic.gov.vn</a>