

My Point Of View
*“A Journey From African Radio to
Asian Television”*



A Co-operation between FIT/ILO
and MPDF

HOM CHHORN
FIT CAMBODIA

Media in Cambodia

TV (6 stations)

Radio (9 stations)

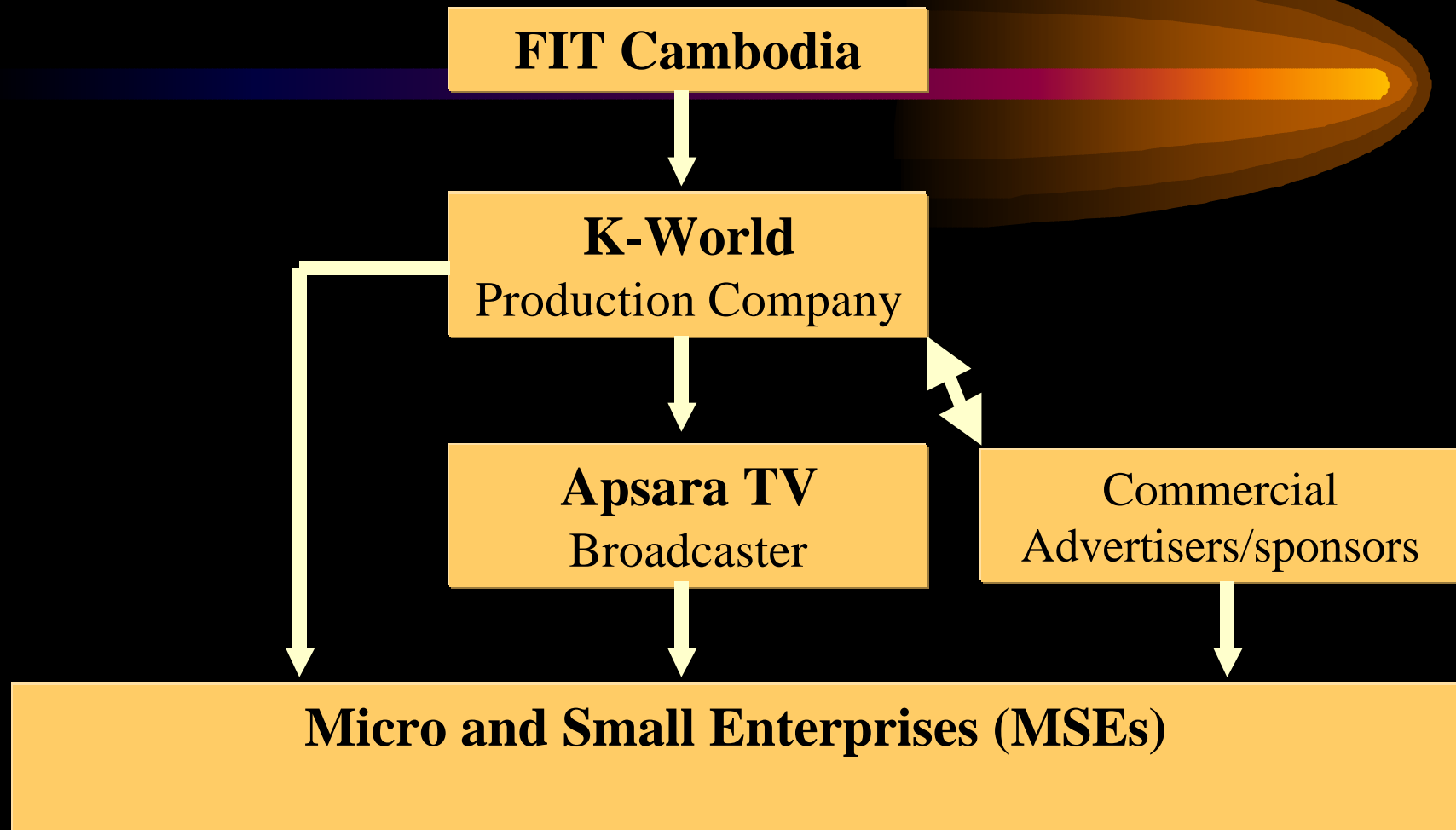
Press (less than 10 regular publications)

But most are politically linked

But no direct focus on local business

Little of relevance to small businesses

The Model of operation



Why an independent Production House like K-World

- Independence of the program (political and editorial)
- Commercial orientation (marketing and audience)
- Willingness to go 'out to the people'
- Willingness to invest in establishing the program
- Ability to air program on different broadcasters

But there are few production companies
Therefore FIT Cambodia is required to invest in
capacity building.

Why TV and not Radio in Cambodia?

- 65% of people preferred TV over radio for information
- TV is almost as popular/widespread as radio.
- Vision enhances the educational and informational aspects of the program.

Program content

- Primarily investigative journalism
- Led by the audience (their concerns and problems)
 - e.g. Infrastructure problems (roads, sanitation etc.)
 - Government bureaucracy (permission for signage)
 - Government legislation (beautician industry)
 - Problems of access to raw materials
- Business opportunities
 - e.g. Castor seed oil export
- Profiles of unique businesses
- Commodity prices

What has the program achieved?

- Running since April 2001.
- 30 minutes once a week.
- Attracted 4 major commercial advertisers/sponsors
- Commercial spots heavily booked before and after the program
- Highest Rated program for the station
- Copied by 2 TV stations!
- Increased interest in TV for MSEs

What has the program achieved?

- **Benefits to the MSE audience:**
 - New business ideas and start up.
 - Business tips
 - Information on service providers, suppliers etc.
 - Information on legislation, taxes etc.
 - Advocacy
- **Benefits to the MSEs featured:**
 - Increased profile and sales
 - Identifying and mobilizing suppliers
 - Image raising

Lessons learnt in applying a model from Africa

- Basic concept of media for MSEs is very relevant in Cambodia
- The concept can work on TV as well as radio.
- Content (led by the audience) is surprisingly similar
- But advocacy has not been effective due to lack of political responsiveness
- Strong need to persuade government to interact with the media, but this is not a role for the private sector.
- Cultural differences in willingness to criticize or accept criticism
- No lack of issues and content for the programs
- Media set up is more challenging than in the African countries where programs have been established.

Lack of liberalization in the media

Political influence on the media (government and opposition)

Media in Cambodia is a fledgling industry (poor technical skills, low experience levels etc.)

Common Experiences

- Double taxation by city council and market police
- Sanitary condition in Doumkor market
- Effect of fuel price on manufacturer and taxi drivers
- Security and police harass business owners
- Exporting cost and red tapes
- Small business do not understand taxation and VAT in particular
- Irregular electricity and pricing structures

Future Development of “ My Point of View”



- Relaying the show in the provinces of Cambodia to have maximum reach
- Consolidating sponsorship which may mean moving the show to another TV station
- Increased advertising and promotion of the show.
- Undertaking an audience survey and evaluating the program
- Establishing effective audience feedback mechanisms
- Testing new content and features
- Working with MPDF to improve government involvement in the program.