

Prasar Bharati CEO Jawhar Sircar elected VP of Asia Broadcasting Union

TNN | Oct 29, 2014, 05.44 AM IST

NEW DELHI: Prasar Bharati CEO Jawhar Sircar was elected vice-president of Asia Pacific Broadcasting Union (ABU) in Macau on Tuesday.

Apart from Sircar, representatives from Malaysian broadcaster RTM and Japan's NHK were also chosen as vice-presidents while the representative from South Korean broadcaster KBS was chosen president. Prasar Bharati officials said Sircar was elected unopposed.

ABU is a non-profit, non-government professional association of broadcasters. India is a founder member since 1964 and All India Radio (AIR) and Doordarshan have been associated with it.

ABU has 264 members in 61 countries, reaching a potential audience of 3.5 billion people, providing a forum promoting collective interests of TV and radio broadcasters internationally. Funded primarily by members, it is the third largest of the world's eight broadcasting unions, representing the largest geographic region in the world, officials said.