



# Telecommunications Authority of Trinidad and Tobago

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# Media Release

## 2023 Annual Broadcasters Forum

### Staying in Business in the Digital Age –Traditional Broadcasting vs Social Media

Telecommunications Authority of Trinidad and Tobago's (TATT) virtually hosted its 2023 Annual Broadcasters Forum - *Staying in Business in the Digital Age –Traditional Broadcasting vs Social Media* on Wednesday 13<sup>th</sup> September 2023 from 9am to noon.

The Forum, saw the participation of CEOs and senior television and radio broadcasting personnel in the industry.

The focus of the Forum was on the broadcast industry's long-term sustainability as the objective was to guide the thinking of the local broadcasters towards using the more modern media channels as part of their overall strategy development and business planning.

In her opening remarks TATT's Chief Executive Officer, Mrs. Cynthia Reddock-Downes noted that the traditional broadcasting sector is competing for the future of broadcasting; against social media broadcasters and newscasters whose approach matches the 2-second click-rate of the younger audience.

She advised that the broadcasting industry should redesign itself not just to co-exist with social media and online news stations but to compete with these other types of content to remain relevant and real to this younger demographic.

Mrs. Reddock- Downes' remarks were followed by presentations from the following persons on various topics:

*Directors: Mr. Gilbert Peterson, S.C. (Chairman), Dr. Kim Mallalieu (Deputy Chairman), Mr. Nikolaiski Ali, Mr. Keyun Boatswain, Mr. Nigel Cassimire, Mr. Rhondall Feeles, Ms. Fatima Aziz-Mohammed, Mr. Devon Seale, Ms. Kalana Prince- Wilson.*

- 1) Mr. Matthew Singh of Guardian Media Limited- *“Social Media: An Element of a Broadcaster’s Business Strategy”*
- 2) Ms. Lorraine Steele of TTT Limited - *“Social Media and Local Content”*
- 3) Ms.Sunity Maharaj, on behalf of CCNTV6- *“Social Media and the News”* and
- 4) Madame Justice Kathy Ann Waterman-Latchoo- *“Legal Issues in Social Media Broadcasting”*

The open discussion after the presentations was lively and substantive as topics debated included -traditional broadcasting vs Social Media – is social media broadcasting? What is the impact of social media broadcasting, and should it be regulated? Legal Implications -The Frank Seepersad Judgement on defamation via social media posts and should there be a Code of Conduct/policy or rules for social media broadcasting?

The Forum was moderated by Mr. Wendell Etienne

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