

ASIA MEDIA SUMMIT 2013

29-31 MAY • Manado • Indonesia



10th
AMS
Celebration

HOSTED BY:



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10th AMS
Celebration

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Delivering on Broadcasting's Future

Now on its 10th year, the Asia Media Summit examines what the future holds for broadcasters in Asia-Pacific, a region so diverse in culture, lifestyle and religion that is seeing dynamic growth in development, challenging demands in nation building and a mix of opportunities in the changing media landscape.

Broadcast organizations that are ready to adapt to digital technologies and shifting audience demands and adopt bold new strategies for content creation and revenue generation are the future winners.

At the Summit, CEOs and other high ranking officials of broadcast organizations and media specialists in the academic and development institutions identify gaps and weaknesses, share best practices and recommend specific steps critical in dealing with broadcasting's future, one that delivers a sustainable business and more service to audiences.

Day 1 - Wednesday, 29th May

0930 - 1015 Inaugural Session and Keynote Address

1015 - 1045 Coffee Break

1045 - 1215 Plenary Session 1

MEDIA AND DIVERSITY: THE WAY FORWARD

Diversity makes a society richer, offering people a kaleidoscope of art forms, religious practices, and languages. It can make a country stronger and better in dealing with the new global economy. While new communication technologies offer more choices and opportunities for cultural expression and dialogue, these have also limited access and content sources as well as concentrated ownership, thus highlighting the need for more efforts to promote cultural diversity. How do we preserve concepts of identity and social bonds within communities and cultures while promoting local cultural expression and local languages? What role can public radio and television services play to address stereotypes and prejudices? How can we improve media coverage of cultural diversity? What are some best practices?

1215 - 1230

Presentation of the World Television Awards 2013

1230 - 1400 Lunch Break

1400 - 1530 *Parallel Session 1*

TAKING MORE ACTION FOR SUSTAINABLE DEVELOPMENT: CAN MEDIA HELP?

The recent United Nations Conference on Sustainable Development, more known as Rio+20 Earth Summit in 2012 has raised more concerns and expectations in dealing with an accelerating ecosystem degradation and increasing number of climate-induced extreme weather events. Compounding these problems are the global financial crisis, food and water scarcity, and volatile oil prices. As these multiple crises continue to become the dominant stories, can old and new media help build the capacity of a growing human population to live peacefully and sustainably on this planet? Can media urge governments and citizens to commit more strongly to a sustainable society?

Parallel Session 2

MEDIA LITERACY: FULFILLING ITS MANDATE

Initiatives on media literacy programs in order to gain critical autonomy relationship with all media in Asia-Pacific have been wanting. In some countries, media literacy in schools is subsumed in other subjects. Others emphasize acquiring production skills to help people understand, produce and negotiate meanings in a culture made up of powerful images, words and sounds. How can we promote and expand media literacy? Can we extend emphasis to other areas such as building an informed citizenship, aesthetic appreciation and expression, social advocacy, self-esteem, and consumer competence? What are some best media literacy practices?

1530 - 1600 Coffee Break

1600 - 1730 Plenary Session 2 (*Moderated Discussion*)

DEALING WITH ETHICS: ARE EXISTING MODELS EFFECTIVE?

As audiences become more demanding and discriminating, broadcast organizations will need to pursue a healthier mechanism to deal with ethical complaints and violations. Existing models include state regulation, self-regulation and co-regulation. Are they still valid and effective? Are codes of ethics making sense to promote professionalism? Do we need a more robust organization to enforce media ethics? Is there a role for the state in a self-regulatory system? What is a better alternative?

1930 Gala Dinner and Cultural Show

**70th AMS
Cēlēbration**

Day 2 - Thursday, 30th May

0900 - 1030 **Plenary Session 3**

ADAPTING TO SOCIAL TV, WHAT'S BEST?

Social networks and peer-to-peer networks are enabling audiences to act in more demanding, better-informed and increasingly empowered ways. They are increasingly changing how broadcasters relate to their viewers and listeners. How can broadcasters leverage social media to offer audiences opportunities to participate in content generation and brand creation? How can they tap social media as a credible and reliable source of newsgathering and storytelling? How can we integrate the demands of traditional journalism for fact checking and fairness with the best of the new — immediacy, transparency, and involvement?

1030 - 1100 Coffee Break

1100 - 1230 **Plenary Session 4**

TV CONTENT: DESIGNING NEW PARADIGMS AND APPROACHES

New technologies and tools are being made available to design content and format that will attract audiences. With multi-platform channels do we spread out the same content to all these channels or do we offer new content in more places? What premium content do we provide audiences? Are we seeing new trends in viewers' preferences? What are their expectations? What approaches in IT production, local post-production and other critical technologies will best contribute to designing creative programs?

1230 - 1400 Lunch Break

1400 - 1530 **Parallel Session 3**

'SMALL' RADIO AND TV STATIONS: SERVING THEIR AUDIENCES BETTER?

Expanding audience reach remains a demanding task for 'small' radio and TV stations. More daunting is the need to serve the public better particularly as radio and television become more interactive and audiences get more engaged with media. What strategies can 'small' radio and TV stations adopt to gain more loyalty from their audiences? How best can the public be involved not only in providing information but also in participating in program production? What are some success stories?

Parallel Session 4

NATIONAL UNITY, PEACE BUILDING AND MEDIA

Binding all the people together in one common bond, no matter what their race, caste, sub-caste, region or religion has remained elusive for many nations. Several factors account for this: poverty, unequal distribution of wealth, poor basic services, stifling political systems, regional conflicts and discrimination. Can media help in enabling people live together peacefully and identify themselves as part of a single whole? What are some gaps mainstream and alternative media can address to bring about integration, unity and peace?

1530 - 1600 Coffee Break

1600 - 1730 Plenary Session 5 (*Moderated Discussion*)

CEO ROUNDTABLE: DELIVERING MORE VALUE TO BROADCASTING

The impact of emerging technologies, digital and social platforms, new business approaches and changing consumer behavior plays in the success of the broadcast industry. How are the industry leaders delivering value in a multi-platform world? How are they dealing with changing consumers' tastes and lifestyles? What new models beyond advertising are they pursuing to increase revenues? Are they leading the change to become future winners? What new paradigms of success are they pursuing to ensure survival and growth in the next 5 to 10 years?

1730 - 1745

**Invitation to the Asia Media Summit 2014
Closing Remarks**

Day 3 - Friday, 31st May

0900 - 1700 Full Day Excursion

NOTE:

No registration fee for public service broadcasters around the globe, AIBD members, AIBD affiliates, AIBD partners and summit speakers.

Registration fee for private networks, institutes and individuals is US\$ 250. This does not include accommodation.

Asia Media Summit Pre & Post Events

26 - 31 May 2013 • Manado • Indonesia

26 – 28 May

0900 - 1700

AIBD/EUROVISION ACADEMY/CCTV Master Class: Transmedia Programming

0900 - 1700

AIBD/Broadcast Empire Master Class: Thinking in 3D

28 May

0900 - 1700

AIBD Workshop on Media Ethics in the Age of Social Media

0900 - 1700

AIBD/Radiodays Europe/French Government Workshop on Challenges for Radio in the Digital Age

0900 - 1700

CBA/AIBD Regional Workshop on Managing Organisations Through a Global Pandemic

29 May

1430 - 1530

6th AIBD/ASBU/ABU Media Partnership Committee Meeting (by invitation only)

30 May

1430 - 1530

7th Pacific Media Partnership Committee Meeting (by invitation only)

31 May

0930 - 1100

AIBD Strategic Planning Team Meeting (by invitation only)

More information is available on the AIBD website:
<http://www.aibd.org.my/ams>

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