



Transforming Broadcasting in the Social Media Era

Facebook, Instagram, LinkedIn, Weibo, Twitter, YouTube and others provide people with opportunities to source, produce and move content freely, forge relationships and enhance civic engagement. Their impact, both positive and negative, is immense in the world of broadcasting. These social media platforms are so pervasive they are pushing industries including broadcast media to adopt and adapt or risk becoming obsolete and irrelevant in the digital era.

To deal with the impact and demands of social media, broadcast media faces the challenge of transforming its ways in handling its workforce, markets, programmes, and revenues. A symbiotic relationship is growing between broadcast media and social media, especially in the areas of content and audience engagement.

At the Asia Media Summit 2015, broadcasters will discuss their interaction with social media, examining its nature, influence and impact on broadcast operations and business. The outcome will hopefully contribute towards crafting a clear vision and a set of innovative strategies to help broadcasting transform into a stronger platform fit for now and the future.

Day One – Tuesday, 26th May 2015

0900 – 0945 Inaugural Session and Keynote Address

0945 – 1045 Plenary Session 1

Social Media's Landscape, Trends and its Future

Social media is a vast and complex landscape to master, and players in this territory are afforded a wide range of functionalities to create content, publish, share, discuss and network. It enriches engagement with people, events and brands that matter to them. The broadcast industry needs to understand social media's practical role and influence in business and society. What are the innovations and trends in social media's usage, functionalities, and activities? Should broadcasters be concerned with its continued growth? Are they monitoring and exploiting social media and in what ways? Do they have policies to minimise social media's misuse and other risks? What does the future hold beyond Facebook, Twitter and YouTube, among others?

1045 – 1115 Coffee Break

1115 – 1215 Plenary Session 2

Effective Strategies to Build Markets, Content, and Business

More than developing a social media website, broadcasters need a social media strategy that will innovatively enhance their audience engagement, programmes, sales and promotion, research and their brand. Integrating the social media strategy into the overall business plan that reinforces each other becomes critical, and this can be done in a structured and effective manner. To catch audiences and boost ratings, should broadcasting organisations adopt social media anywhere, anytime and how? Do they have a clear vision and a set of strategies to deal with the benefits and risks of social media to business? How can broadcasters exploit social media to monetize opportunities, improve branding and ensure sustainability? How can broadcasters best measure the effectiveness and value for money of social media engagement?

1215 – 1230 Presentation of the World Television Awards 2015

1230 – 1400 Lunch

1400 – 1530 Parallel Session 1

New Technology/New Tools to Connect, Share and Network

Social media is constantly reinventing itself, offering users a wide range of technologies, tools and tactics for various purposes. We have software, apps, websites, text messaging, virtual worlds, game platforms, content sharing sites, podcasts, blog, tags, and mobile marketing. These are meant to reach out and connect with other human beings, create a relationship and build trust. Where is technology going that is reshaping the media market? What new tools and technologies are emerging that will ensure proficient application and improve relationships, content, viewership and revenues? How do we deal with Internet and broadband access and adoption to ensure the widest benefit of these social media tools and technologies?

Parallel Session 2

Facilitating Citizens' Engagement during Elections

Social media offers opportunities for openness, participation, collaboration and interactivity that facilitate citizens' engagement. Its many platforms can be useful during elections. Citizens can ask questions and solicit information on issues and events that affect their lives. They can participate in debate and discussion, and share their insights and feedback critical for the functioning of a healthy society. To what extent have social media platforms impacted elections and political agenda setting, particularly in countries with different media systems, different political systems and different population sizes? How can broadcasters interlink effectively with social media as a place of conversation for electoral issues and personalities? What are some best practices?

1530 – 1600 Coffee Break

1600 – 1730 Moderated Debate

Journalism, Ethics and Social Media

With the advent of social media, a new breed of journalists is emerging. In blogs and micro blogs, social networking sites and in multimedia content sharing services, these 'new' journalists contribute, disseminate and share information. They have also performed news gathering and gatekeeping functions that mainstream media journalists have traditionally carried out. Are mainstream media's rights, privileges and principles such as truth seeking and independent reporting threatened by the 'new' journalists? Are citizen journalists making news more or less accurate? Do we need to reinvent a code of media ethics from the ground up? How do we deal with new values such as transparency over objectivity? How should we treat unfiltered sharing of information over a filtered verification of the facts? What are the best forms of practice, and the norms to guide journalists?

1930 Gala Dinner and Cultural Show

Day Two – Wednesday, 27th May 2015

0900 – 1030 Plenary Session 3

Defining and Implementing Legal and Regulatory Guidelines

As social media grows explosively, lawmakers and regulators grapple with important legal and regulatory issues to keep pace with the speed and impact of change. Guidelines to maximise social media's benefits and protect the public and other stakeholders from its risks are critical. Broadcasters face a similar challenge as they increasingly use social media to inform, educate and influence their audiences and other stakeholders. What regulatory guidelines should be in place to handle the right to privacy, data protection, freedom of information, copyright infringement, and employee rights, among others? Should broadcast organisations do more self-regulation that will need a solid social media policy or should they prepare for more government regulation and stricter enforcement?

1030 – 1100 Coffee Break

1100 – 1230 Plenary Session 4

Making Sense of Big Data and Social Data

We encounter so much information that is diverse and growing faster day by day. This big data is migrating to all types of human endeavour, demanding that we see and understand the relations within and among pieces of information and what one can do with it. Big data has become a significant corporate asset and economic input to fuel the information economy. Social media is streaming big data that is appropriate for real time analysis and for communicating information about rapidly changing situations. Social data is mostly non-curated and its reliability varies substantially. What new insights can broadcasters glean from big data and social data? How can broadcasters sift and analyse them to improve content, viewer engagement and operational efficiencies? What analytic tools are useful and effective to drive the value obtained from big data and social data throughout the organisation?

1230 – 1400 Lunch

1400 – 1530 Parallel Session 3

Creative Content to Enrich Stories & Connect with Audiences

Broadcast organisations now have more access to content. Social media users participate in content creation and influence the type and nature of content. Some content are excellent; others full of abuse and spam. What is critical is to leverage social media to take advantage of compelling content and a rich variety of information sources. How is the creative industry dealing with new sources of content? What social media content is effective to enrich stories,

connect with target markets and meet the viewers' needs? With social media, how can broadcasters enhance various genres of programmes and collaborate in producing high-quality content and enhancing interactivity? What is the best time to post content to social networks?

Parallel Session 4

New Approaches to Deal with Emergency Situations

Social media has become an integral part of disaster education, response and rehabilitation. It can contribute to public awareness as an emergency unfolds, help locate loved ones and notify and alert authorities, and co-ordinate response, recovery and volunteer efforts. It can support rumour management and correction of misinformation. How can broadcasters tap social media tools and manage their risks during emergencies? How do we deal with the risks? What are some best practices in planning for social media use before a disaster occurs, using popular and relevant social media tools, localising disasters in social media use, and in utilising mapping efforts?

1530 – 1600 Coffee Break

1600 – 1730 CEO Moderated Debate

Should Broadcasting Compete or Collaborate?

Broadcasting has dominated the communication industry, performing such roles as informing, educating, entertaining, and influencing opinion. Social media and emerging media share these roles. Consequently, they are pulling eyeballs away from television. Is broadcasting in a collision course with social media and to what extent? Should it consider social media competition in content creation, audience engagement and revenue generation? If so, how should broadcasters deal with this new player? Or should it collaborate as both platforms can provide what each other needs and influence people's lives and routines? How far will collaborative strategies pay off for years to come? Should broadcasting embrace the power of social media to meet its business and civic obligations? Should both compete or collaborate?

1730 - 1800 Invitation to the Asia Media Summit 2016

Closing Remarks

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 2015

26-28 May 2015 • Kuala Lumpur • Malaysia

Tuesday 26 May

0900 – 0945	Inaugural Session & Keynote Address
0945 – 1045	Plenary Session 1: Social Media's Landscape, Trends and its Future
1115 – 1215	Plenary Session 2: Effective Strategies to Build Markets, Content, and Business
1215 – 1230	Presentation of the World Television Awards 2015
1400 – 1530	<i>Parallel Session 1:</i> New Technology/New Tools to Connect, Share and Network
	<i>Parallel Session 2:</i> Facilitating Citizens' Engagement during Elections
1600 – 1730	Moderated Debate: Journalism, Ethics and Social Media
1930	Gala Dinner and Cultural Show

Wednesday 27 May

0900 – 1030	Plenary Session 3: Defining and Implementing Legal and Regulatory Guidelines
1100 – 1230	Plenary Session 4: Making Sense of Big Data and Social Data
1400 – 1530	<i>Parallel Session 3:</i> Creative Content to Enrich Stories & Connect with Audiences
	<i>Parallel Session 4:</i> New Approaches to Deal with Emergency Situations
1600 – 1730	CEO Moderated Debate: Should Broadcasting Compete or Collaborate?
1730 - 1800	Invitation to the Asia Media Summit 2016 Closing Remarks

Thursday 28 May

0900 – 1700	Full Day Excursion
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*More information is available on the AIBD website:
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