



The 15th Asia Media Summit

**10 - 12 May 2018
New Delhi, India**



Telling Our Stories – Asia and More

With a mosaic of countless ethnic groups, a profusion of religions, rich cultures and beautiful diverse topography, Asia is a huge mine of stories and storytellers. For centuries, the continent has retold and reinterpreted epic works such as the *Mahabharata* and *Ramayana* from India, *Shahnameh* from Iran, *Journey to the West* and *Dream of the Red Mansion* from China, and *Tale of Genji* from Japan. This art has survived and flourished despite wars, natural calamities and developmental challenges, and during our time has been particularly epitomised by the sustained developments in broadcasting and the continual growth of films.

The broadcasting and film industry are inter-related in many ways, and storytelling is perhaps the essential common ethos. Looking forward to the development trends of these industries in the new decade and with the advent of the latest media technology on top of the perpetual reflection on values and narrative techniques, the need of impactful storytelling has become more pressing. Issues like commercialization, copyright, laws and regulations, innovative business models are all more poignant for storytellers on their way forward to bringing peace and prosperity and uplifting Asian society.

Pre-Summit Workshops

1. Pre-Summit Master Class on Storytelling - Principles, Methods and Aims
2. Pre-Summit Workshop on Augmented Reality (AR) / Virtual Reality (VR)
3. Pre-Summit Workshop on Media Laws and Ethics
4. Pre-Summit Workshop on Digital Terrestrial Television Broadcasting (DTTB) – Transition Strategy
5. Pre-Summit Workshop on A World of Listening - Telling Our Stories (radio)
6. Pre-Summit Workshop on Mobile Journalism (MoJo)
7. AIBD/ ABU/ASBU Meeting

Day One – Thursday, 10th May 2018

0900 – 1000 Inaugural Session and Keynote Address
Opening Remarks
Keynote Address

1000 – 1045 Coffee Break

1045 – 1230 Plenary Session 1
Media regulation policies: Ethics, rules and laws

Given the diversity of the Asia-Pacific region, it is inevitable that there are differing approaches to regulations and laws concerning the media, and storytelling. Media think-tanks and opinion-leaders are constantly at work to devise and regulate policies with a view to avoiding negative implications to society and to amplify the positive. On the other hand, given recent inexpensive technological innovations and the exponential growth in content production, lawmakers in the region have to frequently grapple with concerns about defining acceptable parameters and setting reasonable boundaries for telling stories. The resolution of these tensions remains a perennial challenge.

1230 – 1400 Lunch

1400 – 1530 Plenary Session 2

Our Exciting Stories

The Asia-Pacific region is rich with numerous mythologies, folklore and contemporary stories, but one thing that makes it more affluent is perhaps the shared cultural perspective common to the region. With rapid developments in the broadcasting industry, the need for impactful storytelling has never been more significant. What are the current trends in media regarding choosing stories and sharing them with audiences? What are the narratives and experiences behind the most exciting stories of our time?

1530 – 1600 Coffee break

1600 – 1730 Parallel Session 1
Moderated debate 1: Are there Asian values?

With the changing societal landscape in Asia-Pacific region, it has become more compelling to strike a balance between traditional ideologies and contemporary approaches. The question often posed in today's fast-paced world is: are we losing our values? Yet, what is so distinctive about 'Asian values' and how do they relate to the rest of the world? If any consensus can be found on the question of 'Asian values', can we instil and promote those values through, for example, co-production by pooling together and optimising our resources?

Parallel Session 2
Moderated debate 2: Should all good stories be commercially

successful?

Since the beginning of media, there has been a level headed discussion between great stories versus commercial stories. Needless to say not all good stories are commercially successful, and commercial success should never be the only standard to evaluate a story. With developments in storytelling techniques, dissemination and promotional strategies, are we at a better position to make some great stories monetarily fruitful offerings? Yet in the mean time, should and can we create an environment for those good stories, without being commercially successful, to have a proper place in our cultural life?

1930 Gala Dinner and Cultural Show

Day Two – Friday, 11th May 2018

0900 – 1030 Parallel Session 3 New technologies in the Broadcasting and Film Industry to Enhance Story-Telling

With the advent of the latest production technologies, the canvas for storytelling has become much larger than before. Visually, with the power of 4K/8K and beyond as well the arrival of modern gadgets in the TV/Film production realm, and with the growing popularity of podcasting and app delivery in the radio industry, there is a growing need to have an exposure of these technologies and to adopt new techniques to enhance the potential of great stories.

Parallel Session 4 Media business models in the new era

Traditionally media business models used to be in a linear structure, consisting of content, distribution, and audience, with programme executives making editorial decisions for all. The arrival of the internet and especially social media has disrupted this traditional structure. With concepts such as trans-media, cross-media, online monetization tools etc., and challenges to remain credible in terms of editorial policies as well, there is a serious need to conceptualise, devise and utilize new business models.

1030 – 1100 Coffee Break

1100 – 1230 Plenary Session 3 Telling compelling stories: Challenges and Opportunities

The “war on truth” takes centre stage in the face of global adversity. Journalism is often cited as the fourth pillar of democracy for people to possibly access the truth. Media ensures transparency and plays a crucial role in shaping a healthy democracy. What are the challenges journalists face in bringing the truth and remaining credible when so much content is being bombarded to the audience via alternative social media and by spin-doctors? How then can media stand its ground?

1230 – 1400 Lunch

**1400 – 1530 Plenary Session 4
Sustainable development Stories – Special Focus**

To achieve the sustainable development goals, merely policies and actions from governments will not be enough, rather synergic bond among every aspect of civil society is required, and media can play a significant role in it. Addressing such issues as poverty, corruption, discrimination and terrorism along with the implementation of 17 SDGs in the Asia-Pacific region will not be an easy task, especially in under-developed societies. One of the solutions to overcome these challenges is to highlight them in an impactful manner to create awareness among masses and to engage them to contribute their part.

1530 – 1600 Coffee Break

**1600 – 1715 Plenary Session 5 - CEO Roundtable
Story-telling and the success of media**

The definition of 'successful media' has changed a lot in recent years. New media business models, interactive technologies, innovative story techniques, analytical tools, and latest game-changing broadcasting developments in broadcasting have made broadcasters to rethink their strategies to be more credible and impactful for the society. To what extent is storytelling at the centre- stage of media success?

1715 - 1730 Presentation of the World Television Awards 2018

1730 – 1800 Closing Ceremony

Day Three – Saturday, 12th May 2018

0900 – 1700 Cultural Visit