



ASIA MEDIA SUMMIT 2011

24 - 25 May 2011

Hanoi, Vietnam

Theme

Digital Media Everywhere: Repositioning Broadcasting

The broadcast industry is redefining and reinventing itself to seize opportunities being offered by digital technology and new media that will enhance its service, business and contribution to industry and society. The task is daunting as the common denominators of broadcasting such as simultaneous transmission and consumption are changing, and so are the rules on intellectual property rights. It requires strategic decisions on technology, content, capacity building and business models that impact reach, viability and sustainability.

To ensure relevance and growth, broadcasters need to produce and deliver innovative content relevant to general audiences and local communities, including those in the multi-platform, on-demand world. They must cater to audiences who are becoming more discriminating, watching content that offers best value for their time and money. Tapping social media and community broadcasting offer opportunities to meet expectations of audiences and the needs of development.

Repositioning broadcasting requires change, and managing it demands creative thinking, leadership and strong stakeholder engagement. Increasing broadcasters' adaptive capacity to change is critical for success in the digital media landscape.

Day 1 - Tuesday, 24th May

0900 - 1000 Inaugural Session and Keynote Address

1000 - 1030 Tea Break

1030 - 1130 Session 1

Creative and Innovative Ways to Create & Use Content

The changing media consumer behavior poses challenges to broadcasters to create and use content in new and increasingly innovative ways. Audiences want programmes that surprise and delight, and a mix of genres that will enhance their viewing experience. Local content is a key source for creative programmes. With multiple delivery platforms, viewers and listeners also expect interaction, conversation and engagement. What are some techniques and best practices to produce better content for large and targeted markets and for non-traditional platforms? What compelling content strategy is needed to create a global brand?

1130 - 1230 Session 2

Embracing Social Media: Impact on Television

With stiff competition and demanding audiences, broadcasters are using social media to generate content and create excitement that will attract and retain viewership. Twitter, Blippy, You Tube, Flickr, Blogs, MySpace and Facebook are changing how viewers are developing their own personal broadcast and getting engaged with media and the community. Are TV programmes, particularly in news and public affairs, adapting well to social media? What are some winning strategies to engage viewers who can now create

their own content, read information and watch programmes on their own time? What are their implications?

1230 - 1245 Presentation of the World Television Awards

1245 - 1400 Lunch

**1400 - 1600 Session 3
Technology Innovations: Driving Broadcasting to New Horizons**

As the broadcast industry migrates to digital, it is seeing technology shifts and innovations that impact audience reach, content production, and business models. Multiple delivery platforms are offering broadcasters new ways to interact and engage with audiences. How prepared are broadcasters in tapping technology innovations such as IPTV, open Internet television, HDTV, 3DTV, and mobile television? Is TV going to be the web or vice versa? Which one is appropriate and cost effective? Which one delivers maximum outputs?

1600 - 1630 Tea Break

**1630 - 1800 Session 4
Optimizing Broadcast and New Media for Development**

Achieving the deliverables for the Millennium Development Goals has remained unsatisfactory. Efforts to address disasters and national emergencies, and the ill effects of climate change and forest denudation particularly in local communities have also been wanting. How can development stakeholders take full advantage of broadcasting and new media for development initiatives? What policies and strategies are critical to strengthen public service broadcasting, community broadcasting and multimedia centers in offering content more adequate to specific audiences? Are there success stories? How can broadcast and new media players make life a little better for billions of poor and marginalized people and victims of natural calamities?

1900 Dinner and Cultural Show

Day 2 - Wednesday, 25th May

0900 - 1030 **Session 5**

Approaches for Growth and Sustainability

In the radically changing market, the broadcast industry is identifying new and better ways to ensure growth, viability and sustainability. The presence of personal video recorders, fixed and mobile broadband as well as multiple media platforms are impacting TV advertising revenues. So are the economic uncertainties and consumer behaviors that are favoring time-shifted and on-demand content. As the digital transformation continues to expand and escalate, can traditional revenue streams be depended upon significantly? Will hybrid combinations of advertising and subscription approaches be viable? Is there a 'one-size-fits-all' strategy for the broadcast industry to grow and ensure sustainability?

1030 - 1100 **Tea Break**

1100 - 1230 **Session 6**

Towards a Culture of Digital Sharing in Asia-Pacific and Beyond

Digital technology is paving the way for bigger storage, and better utilization and distribution of audio-visual materials in the broadcasters' archives. Maximizing their value through various digital sharing mechanisms can generate additional revenues and impact. Such sharing exposes broadcasters to a wide array of content across the globe, thereby contributing towards enhancing quality standards in content, production and fostering strategic partnership. Broadcasters can also tap social media that has led to a 'sharing culture,' the broadcast of audience' thoughts and activities. Where and how should broadcasters start pursuing digital sharing? What are some best practices?

1230 – 1400 **Lunch**

1400 - 1530 **Session 7**

Winning Strategies to Manage Change

Change is inevitable and unsettling as the broadcast industry manages diverse needs change will require in the digital world. Managing change calls for a new strategic mindset, right vision, leadership, and effective stakeholder engagement. Thoughtful planning and sensitive implementation are critical in determining failure or success. Are CEOs and managers ready and prepared for change? What do they want to achieve with change? How can broadcasters empower their people to understand change and engage them in accelerating and implementing it with minor disruption?

1530 - 1600 **Tea Break**

1600 - 1730 **Session 8**

Creating a High Performance Culture

As broadcasting companies reposition themselves to meet the demands of the digital world, it is imperative that they adopt a continuous learning and talent approach, one that creates and builds a high performance culture. This requires examining capacity building initiatives for employees, defining current and future

requirements, and initiating interventions critical to keep up and stay ahead of change. How can these organizations best manage its talent development programmes, succession plans and people engagement initiatives to retain top performers, foster a performance driven culture and drive business results? What are some best practices to allow the industry to benchmark.

1730 – 1745 Invitation to the Asia Media Summit 2012

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.