Asia Media Summit 2012

29-30 May 2012, Bangkok, Thailand

Creating Impact: Media in Today's Society

Media's power is enormous in today's society. It can facilitate public debate and discussion and shape public opinion. Its influence extends to its role in development, setting an agenda it deems relevant to nation building. A media with a capacity and interest to report issues on national strategies, social justice and inclusion, social progress, environmental sustainability, and enabling regulatory environment can create wealth in society, develop people's potential to pursue creative and productive lives, and contribute towards equity and equality for all people.

Strategies differ, from adhering to a free and pluralistic media to imposing a more regulated arrangement. The enormity and complexity of development and its consequences demand a dynamic and sustainable organization, able to adapt to technology and program innovations, creative capacity building approaches, and new delivery platforms to serve both business and development ends.

In Asia-Pacific, has media served as a positive force or stumbling block to development? Is its capacity to serve the ends of development limited by its structure, regulation, and culture? How can media engage more to serve the ends of development without risking professional and ethical standards as well as sustainability? Is public service broadcasting still a viable alternative to serve the public's needs and interests? How can social media improve media's sustainability in the context of development?

The Asia Media Summit 2012 will examine these issues, offer best practices and identify building blocks to enable media harness a strong public trust and create impact in today's society.

Day One: 29 May 2012

0900 – 0945   Inaugural Session and Keynote Address

0945 – 1015   Tea Break

1015 – 1130   Plenary Session 1

Media, Development and Conflict: Can Media Make a Difference?

Development remains elusive for the world's poor. Food and water scarcity, inadequate educational and employment opportunities, and limited access to health services are some urgent challenges that confront many stakeholders of development. And so are peace and security without which development is not possible. Climate change also impacts development. How can media pursue meaningful reporting to address poverty alleviation, peace and security, access to opportunities, and wealth creation? Is community radio and television making any difference? Are there best practices that highlight media's capacity to make a difference? What is missing?

1130 – 1245   Plenary Session 2

Building a Media-literate Public

Enhancing media's role in development demands building a media literate public that will effectively comprehend and utilize media content and engage media to promote professionalism and good ethics. A media literate public can contribute to greater civil society participation in development and contribute towards the establishment of more robust media organizations and the functioning of a healthy democracy. What are new approaches that can contribute towards media literacy? Is media paying lip service to media literacy? What more can be done?

1245 – 1300   Presentation of the World Television Awards 2012

1300 – 1400   Lunch Break

1400 – 1600   Mediahub Market and Networking

1600 – 1730   Parallel Sessions

Parallel Session 1: 2003 Bangkok Declaration: What Next?

In May 2003, the 1st Conference of Ministers of Information and Broadcasting from Asia-Pacific was held in Bangkok to identify how public service broadcasting in the region could respond to the changing media environment. It served as a thematic debate and regional preparatory meeting for the World Summit on Information Society held in Geneva in 2003.

The conference produced the 2003 Bangkok Declaration that offered recommendations to address challenges of media globalization, cultural diversity, viability of public service broadcasting, information divide and human resource development. Have broadcasters fulfilled their mandate under the Bangkok Declaration? Where are the gaps and opportunities? What new roles, new approaches and new partners can we pursue to move the Bangkok Declaration forward?

Parallel Session 2: Building Sustainable 'Small' Radio and TV Stations

'Small' radio and TV stations are increasingly playing a pivotal role in informing and educating the public in many developing countries in Asia-Pacific. Given limited resources and competition, they seek ways to build and sustain their operations. Is there a one-size-fits all strategy to achieve this goal? What business models and programming strategies can they pursue? Will tapping mobile and the web make a difference?

Parallel Session 3: Women and Children Issues: Is Media Doing Enough?

Violence, abuse, inequality and discrimination against millions of women and children across the globe remain a hindrance to efforts to make their life a little better. The damage to these victims is staggering, its impact a menace to development and society. Is media doing enough to address the deadly crime of violence and abuse against women and children? Is it reporting enough to deal with inequality and discrimination as well as the advancement of women in today's society? Can social media and citizen journalism help?

1930   Gala Dinner and Cultural Show

Day Two: 30 May 2012

0900 – 1030   Plenary Session 4

Public Service Broadcasting: A New Approach, A New Beginning

What should the mandate of public service broadcasting (PSB) be in a fast changing media landscape? In Asia-Pacific, PSB remains at various stages of development, increasingly confronted by financial stability, editorial independence, and issues of autonomy in content creation, management, finance and administration. Is it still a viable alternative to serve the public's needs and interests? What can management pursue to expand and sustain viewership, introduce new business models and ensure more independence in its operations? What distinctive content can PSB create, one that carries credibility with pluralistic groups and promotes cultural diversity?

1030 – 1100   Tea Break

1100 – 1230   Plenary Session 5

Harnessing Social Media and Content Delivery

Facebook, YouTube, and blogs, among others, have empowered more citizens to create, produce and distribute content to a wider audience. Users are increasingly conversing and engaging as a consumer, creator and producer of information. What can traditional broadcasters learn from their online counterpart? How should broadcasters prioritize acquisition and operations of web-based and mobile technologies and turn them into effective platforms for interactive dialogue? How can mobile, web, iPad and social media improve media's sustainability in the context of development?

1230 – 1300   Feedback Session (review of outputs and progress of the previous afternoon parallel session)

1300 – 1400   Lunch Break

1400 – 1600   Mediahub Market and Networking

1600 – 1730   Plenary Session 6 (a roundtable discussion)

Towards A Stronger Public Trust in Media

Through good journalism, distinctive and entertaining content, and professional management, media aims to build and sustain public trust, a key element in empowering media better serve the ends of development and promote business sustainability. In Asia-Pacific, is public trust in media increasing or waning? How can media enhance its credibility and integrity? Will more regulation, deregulation or self-regulation work to enhance public trust in media? Are social media platforms enhancing public trust in traditional media? As more citizens engage in new and social media, what standards and ethics can media pursue to encourage more public engagement and build public trust?

1730 – 1745   Invitation to the Asia Media Summit 2013

              Closing Remarks