



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
	Welcome Remarks Prof. Dr. Vu Van Hien <i>President, The Voice of Vietnam (VOV), Vietnam</i>
	Opening Remarks Hon. Thoyyib Mohamed Waheed <i>President of AIBD General Conference & Minister of State for Tourism, Arts and Culture, Department of Information, Maldives</i>
	Special Address Mr Janis Karklins <i>Assistant Director-General, Communication and Information Sector, UNESCO</i>
	Keynote Address Hon. Nguyen Tan Dung <i>Prime Minister of the Socialist Republic of Vietnam</i>
	Closing Remarks Mr Yang Binyuan <i>Director, Asia-Pacific Institute for Broadcasting Development (AIBD)</i>
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?

Chairperson

Ms Moneeza Hashmi

President, Commonwealth Broadcasting Association and General Manager, International Relations, HUM TV, Pakistan

Speakers

Mr Chang Lei

Channel Cooperation Executive Director, China Network TV (CNTV), China

Mr David Botbol

Deputy Managing Editor for Sports and News Magazines, in charge of Digital Projects - France Televisions, France

Ms Lem van Eupen

Deputy Director, Radio Netherlands Worldwide (RNW), Netherlands

Ms Joanne Teoh

Director, Sapphire Studios, Singapore

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?

Chairperson

Dr Eun-Ju Kim

Regional Director, International Telecommunication Union (ITU), Regional Office for Asia and the Pacific, Thailand

Speakers

Mr Rajendra Shende

Head OzonAction Branch, United Nations Environment Programme (UNEP)

Mr Saed J. Abu-Hijleh

Director, Center for Global Consciousness Nablus, Palestine

Mr Tony Choi
Managing Director, TFD Advisory, Korea

1230 - 1245 Presentation of the World Television Awards

1245 - 1400 Lunch

1400 - 1430 Perspectives:

Moderator **Lady Eseta Fusitu'a**
Chairman, Board of Directors, Tonga Broadcasting Commission (TBC), Tonga

Speakers **Dr Kim In-Kyu**
President & CEO, Korean Broadcasting System (KBS), Korea

Dr. Luu Vu Hai
Director General, Authority of Broadcasting and Electronics Information, Ministry of Information and Communications, Vietnam

**1430 - 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?

Chairperson **Mr Sharad Sadhu**
Director, Technical Department, Asia-Pacific Broadcasting Union (ABU)

Speakers **Mr Kwak, Duk-Hoon**
CEO and President, Educational Broadcasting System (EBS), Korea

Dr Sanggil Lee
Research Fellow, Technical Research Institute, Korean Broadcasting System, Republic of Korea

Dr Kazuyoshi Shogen
Executive Research Engineer, NHK Science and Technology Research Laboratories, Nippon Hoso Kyokai (NHK), Japan

Ms Kathryn S Brown
Strategic Development, Commercial Radio Australia

Mr Tran Nam Trung
*Chairman and CEO of VTV Broadcom,
Vietnam*

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?

Chairperson

Ms Cait McMahon

*Managing Director, Dart Centre for
Journalism and Trauma-Asia Pacific,
Australia*

Speakers

Mr Durwood Zaelke

*President, Institute for Governance and
Sustainable Development, USA*

Mr Murtaza Solangi

*Director General, Pakistan Broadcasting
Corporation (PBC), Pakistan*

Ms Ann Quon

*Principal Director, Asian Development
Bank (ADB), Philippines*

Mr Arya Gunawan Usis

*Advisor for Communication and
Information, UNESCO Tehran Cluster
Office, Iran*

1900 Dinner and Cultural Show

Day 2 - Wednesday, 25th May

0900 - 1000 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?

Chairperson

Datuk Haji Jumat Bin Engson

*Director of News and Current Affairs,
Radio Television Malaysia (RTM), Malaysia*

Speakers

Mr Hervé Michel

*France Television, Deputy Director,
International Affairs, France*

Prof Li Ruigang

*President, Shanghai Media Group (SMG),
China*

1000 - 1030 Tea Break

1030 - 1130 Special Session - Disaster Japan faces and the role of broadcasting

Moderator

Mr Patrick Fuller

*Communications Manager, Asia Pacific
Region, International Federation of Red
Cross and Red Crescent Societies (IFRC),
Malaysia*

Speakers

Mr Toshiyuki Sato

*Special Controller, General Broadcasting
Department, Nippon Hoso Kyokai (NHK),
Japan*

Mr Tadashi Ideishi

*Senior Commentator, News Commentators
Bureau, General Broadcasting
Administration, Nippon Hoso Kyokai
(NHK), Japan*

1130 - 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?

Chairperson

Mr Murray Green

Director International, Australian Broadcasting Corporation (ABC), Australia

Speakers

Mr Mathieu Gallet

Chairman and CEO of the French National Audiovisual Institute (INA), France

Mr Max Villandre

Chief Editor & Creative Director, GMCD/Mediahub and Fencingfleas Sdn Bhd, Malaysia

Ms Heidrun Speckmann

Media Archive Developing Consultant, CIM Integrated Expert, at the Audio Centre of Radio The Voice of Vietnam (VOV), Vietnam

1230 - 1245 **MediaHub Launch by Hughes D'Annoux, Chairman of Worldview Global Media Holding (WGMH SA) and the Global Media Centre for Development (GMCD) and Yang Binyuan, Director, Asia-Pacific Institute for Broadcasting Development (AIBD)**

1245 - 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?

Chairperson

Mr Riyaz Sayed-Khaiyum

CEO, Fiji Broadcasting Corporation (FBC), Fiji

Speakers

Mr Rajiv Takru

IAS, Addl. Secretary, Ministry of I & B and officiating CEO, Prasar Bharati, India

Ms Loan Ta Thi Bich

Executive Director, Department of Media for youth VTV6, Vietnam Television (VTV), Vietnam

Mr Phil Molefe

Group Executive, News and Current Affairs, South African Broadcasting Corporation (SABC), South Africa

Mr Frank Melloul

Chief Officer of Strategy, Development and Public Affairs for Audiovisual Exterieur de la France (AEF), France

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.

**Chairperson/
Moderator**

Ms Nathalie Labourdette

Head International Training, European Broadcasting Union (EBU)

Speakers

Mr Anothai Udomsilp

Director, Academic Institute of Public Media, Thai Public Broadcasting Service (TPBS), Thailand

Mr Helmut Osang

Head of Media Development, Deutsche Welle-Akademie, Germany

Ms Sally Ann Wilson

Secretary-General, Commonwealth Broadcasting Association (CBA), UK

Mr Francis Herman

Team Leader, AusAID funded Vois Blong Yumi Project, Vanuatu

1730 – 1745 Invitation to the Asia Media Summit 2012 by Thepchai Yong, Managing Director, Thai Public Broadcasting Service (TPBS), Thailand

Closing Remarks by Mr Yang Binyuan, Director, Asia-Pacific Institute for Broadcasting Development (AIBD)