



Asia Media Summit 2016

**24 - 26 May 2016
Incheon, Korea**

List of Speakers as confirmed by 6 April 2016



New Horizons for Media Content: Asia and Beyond

Traditional broadcasting is being constantly challenged by changing audience demands, social media and other competing platforms. With these challenges also come tremendous opportunities to penetrate into new markets, be it local, regional or global. Broadcasters must be able to harness new technology, collaborative spaces, and innovative formats to transform their media content for a wider audience. This Summit aims to revitalise, reenergise and reinvent the dimensions for quality media content.

Day One – Tuesday, 24th May 2016

0900 – 0945 Inaugural Session and Keynote Address

**0945 – 1045 Plenary Session 1
Asian Content Landscape**

This session will attempt to map out a broad vision of media content based on present trends and developments in the Asia-Pacific region. It is critical to understand the current status of content industry, production environment in different contexts, support policies from governments and strategies for content development.

Following list as confirmed by 6 April 2016

Chairperson

Ms Poonam Sharma

Speakers

Hwang, Jinu

Head of the global content development team
CJ E&M, Korea

Mr Yan Chengsheng

Deputy Director-General, State Administration of Press, Publication, Radio, Film & Television (SAPPRFT), China

Mr Jeff Barabe

Palau

1045 – 1115 Coffee Break

1115 – 1230 Plenary Session 2

ICT and the Evolving Broadcasting Environment

The modes of content creation and distribution have shifted inexorably with the advancement of ICT. This session will feature case studies of changes in the broadcasting environment caused by Big Data, next-generation telecommunications, Internet broadcasting, OTT and more. What are the strategies and best practices to manage these changes?

Following list as confirmed by 6 April 2016

Chairperson

Speakers

Mr Hairi Soewarso

Co-Founder, Thinking Tub Media Pte. Ltd.,
Singapore (on OTT)

Kwak, Dong Kyun

An expert on OTT, internet videos, and
Pay-TV
KISDI, Korea

Mr Kevin Charman Anderson

EUROVISION ACADEMY Faculty Member

Eng. Ines Jebali

Head of ASBU Operations And Production
Department

1230 – 1400 Lunch

1400 – 1530 Plenary Session 3

Compelling Content and New Ways of Telling the Story

How can the dominant issues and events, ideas and emotions of our times be transformed into captivating content? What techniques can broadcasters learn to create content that is original in both concept and format? Audiences are now looking for various platforms that allow them to simultaneously consume and interact with the content. What groundbreaking approaches are being used to create fresh and relevant content for such increasingly selective audiences? This session will feature examples from across the globe of content that breaks the traditional storytelling mold.

Following list as confirmed by 6 April 2016

Chairperson

Mr Steve Ahern

Chief Executive Officer, International
Media & Broadcasting Academy (IMBA),
Australia

Speakers

Mr Antoine Nazaret

Head of Content Asia, Daily Motion,
Singapore

Mr Zhang Jianxin

Senior Manager, English Editorial Office of CCTV-Documentary, China

Mr Anders Held

Head, International Radio, Swedish Radio and Project Manager, Radiodays Europe, Sweden

Mr Hussein Kurji

General Manager, Xeinium Production, Kenya

1530 – 1600 Coffee Break

1600 – 1730 Moderated Debate

Diversity vs Diversity: Coexistence of Local Culture and Globalised Content

While the diversity of media followed by the expanded size of the broadcast industry has satisfied the demands of audiences and facilitated industrial growth, massive media groups may be hampering cultural diversity of each country. Is there a balance between maintaining local culture and accepting successful content from the foreign market? Must measures be taken to resist this wave of globalisation, or should all content creators be given a “level playing field”?

Following list as confirmed by 6 April 2016

Panelists

Mr Kinley Dorji

Secretary, Ministry of Information, Bhutan

Ms Juliette Vivier

CMC, Vietnam

Ms Moneeza Hashmi

President, Public Media Alliance, United Kingdom, and General Manager, HUM TV, Pakistan

Ms Albana Shala

Chair, IPDC

1930

Gala Dinner and Cultural Show

Day Two – Wednesday, 25th May 2016

0900 – 1030 Plenary Session 4

International Joint Production and Investment Strategy

What are the areas of international collaboration available to broadcasters to produce high-quality content and to allow it to reach vaster audiences? This session will look at some success stories of major international joint productions, effective investment strategies and support policies. How can such partnerships be initiated, and what are the associated obstacles?

Following list as confirmed by 6 April 2016

Chairperson

Mr Anothai Udomsilp

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

Speakers

Jacques-Aymar de Roquefeuil

Deputy General Director, VSTV/K+, Vietnam

1030 – 1100 Coffee Break

1100 – 1130 Special Session

Raising Asian Content Value: Proposal for an Asian Content Bank Project

Aside from some content, most Asian content is not on the mainstream of the value in the global content market. To link Asian content with the linguistic, cultural and religious diversity and to raise its value, Asia should cooperate to expand their collective potentials.

The Korean Government would like to propose the co-operation project, titled 'Asian Content Bank', to make a content business such as online content trading among Asian countries. That way, Asian content providers will expand their business networks and create more active content business.

1130 – 1230 Plenary Session 5

Monetising Content and Dealing with Copyright Issues

The market for media content is getting more and more complex, particularly with the possibilities of digitisation, online content and multiple platforms. How should broadcasters begin to segment, position, repackage and price their programmes effectively? How can monetary losses due to infringement of copyright be addressed? Can a robust copyright policy be effectively implemented?

Following list as confirmed by 6 April 2016

Chairperson

Mr John Maguire

Director of International Relations and Cooperation, France Médias Monde (FMM), France

Speakers

Ms Marini Ramlan

General Manager of Content Innovation & Digital, Primeworks Studios, Malaysia

Mr Sanjay Salil
Managing Director, MediaGuru, India

Kim Tae Oh
KISDI

Mr Yan Bo
Chairman, Copyright Committee, Asia-Pacific Broadcasting Union (ABU)

1230 – 1400 Lunch

1400 – 1530 Showcasing of Selected World TV Awards Entries

AIBD organises annually the World TV Awards competition with the aim of recognising the crucial role played by media in promoting the awareness of the audience on major issues such as cultural diversity, religious understanding, tolerance and peace. This special session will play a selection of high-quality entries for the World TV Awards 2016, including the winners and runners-ups.

Following list as confirmed by 6 April 2016

Presenter **Mr John Maguire**
Director of International Relations and Cooperation, France Médias Monde (FMM), France

1530 – 1600 Coffee Break

1600 – 1715 CEO Roundtable

Looking Forward: Vision for Cutting-edge Content

Technological developments, fierce competition and audience choices in the global media industry are posing a crisis for many broadcasters to create content that can have an impact. What are the future horizons of content that will be explored in the coming decade? This session will look to present the big visions from leaders in the industry of how to strengthen competitiveness of media content in the years ahead.

Following list as confirmed by 6 April 2016

Moderator **Ms Nathalie Labourdette**
Head, Eurovision Academy, European Broadcasting Union (EBU)

Panelists **Mr Lv Peng**
President, Shandong TV

Ms Francesca Unsworth
Director World Service Group, British Broadcasting Corporation (BBC), United Kingdom

1715 - 1730 Presentation of the World Television Awards 2016

1730 – 1800 Invitation to the Asia Media Summit 2017

Closing Ceremony

Day Three – Thursday, 26th May 2016

0900 – 1700 Visit to KOBA Exhibition / Excursion

***KOBA - Korea International Broadcast & Audio Equipment Show**