



## Day 1 - Wednesday, 29th May

0930 - 1015

### Inaugural Session and Keynote Address

Welcome Remarks

**Mrs. Dra. Rosarita Niken Widiastuti**

President, AIBD General Conference and President Director, Radio Republik Indonesia (RRI), Indonesia

Opening Remarks

**Hon. Drs. S. H. Sarundayang**

Governor, Province of North Sulawesi, Indonesia

Special Address

**Prof. Hubert Gijzen**

Director, Regional Science Bureau for Asia and the Pacific, representing Ms Irina Bokova, Director-General, UNESCO

Keynote Address

**Hon. Ir. Tifatul Sembiring**

Minister, Ministry of Communication and Information Technology (MCIT), Indonesia

Closing Remarks

**Mr. Yang Binyuan**

Director, Asia-Pacific Institute for Broadcasting Development (AIBD)

1015 - 1045

### Coffee Break

1045 - 1215

### Session 1

#### Media and Diversity: The Way Forward

Diversity makes a society richer, offering people a kaleidoscope of art forms, religious practices, and languages. It can make a country stronger and better in dealing with the new global economy. While new communication technologies offer more choices and opportunities for cultural expression and dialogue, these have also limited access and content sources as well as concentrated ownership, thus highlighting the need for more efforts to promote cultural diversity. How do we preserve concepts of identity and social bonds within communities and cultures while promoting local cultural expression and local languages? What role can public radio and television services play to address stereotypes and prejudices? How can we improve media coverage of cultural diversity? What are some best practices?

Chairperson

**Dr. Michael McCluskey**

International Media and Broadcast Consultant, Australia

## Speakers

### **Dr. Aristides Katoppo**

President Director, Sinar Harapan Persada, Indonesia

### **Mrs. Usha Bhasin**

Officer on Special Duty, Doordarshan (DD), India

### **Mr. Salah Eddine Maaoui**

Director General, Arab States Broadcasting Union (ASBU), Tunisia

### **Mr. Yang Fuqing**

Deputy Controller, China Central Television (CCTV), China

1215 - 1230 **Presentation of the World Television Awards 2013**

1230 - 1400 **Lunch**

1400 - 1530 **Parallel Sessions**

### **Parallel Session 1: Taking More Action for Sustainable Development: Can Media Help?**

The recent United Nations Conference on Sustainable Development, more known as Rio+20 Earth Summit in 2012 has raised more concerns and expectations in dealing with an accelerating ecosystem degradation and increasing number of climate-induced extreme weather events. Compounding these problems are the global financial crisis, food and water scarcity, and volatile oil prices. As these multiple crises continue to become the dominant stories, can old and new media help build the capacity of a growing human population to live peacefully and sustainably on this planet? Can media urge governments and citizens to commit more strongly to a sustainable society?

## Chairperson

### **Mr. Murtaza Solangi**

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

## Speakers

### **Mr. Parni Hadi**

Founder and Publisher, Dompnet Dhuafa and former President Director of Radio Republik Indonesia (RRI), Indonesia

### **Prof. Hubert Gijzen**

Director, Regional Science Bureau for Asia and the Pacific, UNESCO

### **Mr. Memafu Kapera**

Managing Director, National Broadcasting Corporation (NBC), Papua New Guinea

### **Dr. Young-woo Park**

Regional Director and Representative for Asia and the Pacific, United Nations Environment Programme (UNEP)

### **Dr. Salima Jan**

Research Scientist, Educational Multimedia Research Centre, University of Kashmir, India

## ***Parallel Session 2: Media Literacy: Fulfilling Its Mandate***

Initiatives on media literacy programs in order to gain critical autonomy relationship with all media in Asia-Pacific have been wanting. In some countries, media literacy in schools is subsumed in other subjects. Others emphasize acquiring production skills to help people understand, produce and negotiate meanings in a culture made up of powerful images, words and sounds. How can we promote and expand media literacy? Can we extend emphasis to other areas such as building an informed citizenship, aesthetic appreciation and expression, social advocacy, self-esteem, and consumer competence? What are some best media literacy practices?

## Chairperson

### **Mrs. Nathalie Labourdette**

Head, EUROVISION ACADEMY, Switzerland

## Speakers

### **Mr. Jose Maria G. Carlos**

Associate Prof., Department of Media Studies, Faculty of Arts & Letters, University of Santo Tomas, Philippines

### **Dato' Adilah Shek Omar**

Director, Tun Abdul Razak Institute of Broadcasting & Information (IPPTAR), Malaysia

**Prof. Dr. Laode M. Kamaluddin**

President, Universitas Islam Sultan Agung (UNISSULA), Indonesia

**Dr. Murray Green**

Media Development & Legal Policy Adviser, Australia

**Prof. Mohsen Banhashemi**

Dean, Faculty of Communication, Media University, Islamic Republic of Iran Broadcasting (IRIB), Iran

1530 – 1600

**Coffee Break**

1600 – 1730

**Session 2**

**Dealing with Ethics: Are Existing Models Effective?**

As audiences become more demanding and discriminating, broadcast organizations will need to pursue a healthier mechanism to deal with ethical complaints and violations. Existing models include state regulation, self-regulation and co-regulation. Are they still valid and effective? Are codes of ethics making sense to promote professionalism? Do we need a more robust organization to enforce media ethics? Is there a role for the state in a self-regulatory system? What is a better alternative?

**Moderator**

**Associate Prof. Martin Hadlow**

Secretary-General, Asian Media Information and Communication Centre (AMIC), Singapore

**Panelists**

**Dr. Venkat Iyer**

Barrister & Media Law Consultant, University of Ulster, United Kingdom

**Ms. Moneeza Hashmi**

President, Commonwealth Broadcasting Association (CBA) and General Manager, HUM TV, Pakistan

**Mr. Li Peichun**

Deputy Director, English Service, China Radio International (CRI), China

**Mrs. Soondaree Devi Soboron**

Deputy Director General, Mauritius Broadcasting Corporation (MBC), Mauritius



**Mr. Vorasack Pravongviengkham**

Deputy Director General, Lao National Radio (LNR), Laos

1930

## *Gala Dinner and Cultural Show*

### Day 2 - Thursday, 30th May

0900 - 1030

#### Session 3

### Adapting to Social TV, What's Best?

Social networks and peer-to-peer networks are enabling audiences to act in more demanding, better-informed and increasingly empowered ways. They are increasingly changing how broadcasters relate to their viewers and listeners. How can broadcasters leverage social media to offer audiences opportunities to participate in content generation and brand creation? How can they tap social media as a credible and reliable source of newsgathering and storytelling? How can we integrate the demands of traditional journalism for fact checking and fairness with the best of the new — immediacy, transparency, and involvement?

#### Chairperson

**Dr. Riyadh Najm**

President of the General Commission for Audiovisual Media (GCA), Saudi Arabia

#### Speakers

**Ms. Cho Nwe Oo**

Head of New Media Department, Forever Group Company Limited, Myanmar

**Mr. João Francisco Pinto**

Portuguese News and Program Controller, Teledifusão de Macau (TDM), Macau

**Mr. Eric Cremer**

Vice-President Distribution, France 24, France

**Ms. Lynley Marshall**

Chief Executive Officer, Australian Broadcasting Corporation International (ABC), Australia

1030 – 1100

*Coffee Break*

1100 - 1230

**Session 4**

## TV Content: Designing New Paradigms and Approaches

New technologies and tools are being made available to design content and format that will attract audiences. With multi-platform channels do we spread out the same content to all these channels or do we offer new content in more places? What premium content do we provide audiences? Are we seeing new trends in viewers' preferences? What are their expectations? What approaches in IT production, local post-production and other critical technologies will best contribute to designing creative programs?

### Chairperson

#### **Mr. Savyasaachi Jain**

Media Consultant and Researcher, University of Westminster, United Kingdom

### Speakers

#### **Ms. Alison Norrington**

Chief Executive Officer, Storycentral DIGITAL, United Kingdom

#### **Ms. Kim Hae-Ran**

Director, International Relations, Korean Broadcasting System (KBS), Korea

#### **Mr. Azhar Borhan**

General Manager, Business Development & Operations, Primeworks Studios, Malaysia

#### **Ms. Nashtenka Cavuilati**

Training Coordinator, Fiji Television, Fiji

#### **Mr. David Hivet**

Director, Mediterranean Region and Asia, Canal France International (CFI), France

1230 – 1400

*Lunch*

1400 - 1530

## Parallel Sessions

### Parallel Session 3: 'Small' Radio and TV Stations: Serving Their Audiences Better?

Expanding an audience reach remains a demanding task for 'small' radio and TV stations. More daunting is the need to serve the public better particularly as radio and television become more interactive and audiences get more engaged with media. What strategies can 'small' radio and TV stations adopt to gain more loyalty from their audiences? How best can the public be involved not only in providing information but also in participating in program production? What are some success stories?

#### Chairperson

##### **Mr. John Maguire**

Director, International Development of Audiovisuel Extérieur de la France (AEF), France

#### Speakers

##### **Mr. Jeffrey T. Barabe**

Chief Executive Officer and President, Oceania Television Network (OTV), Palau

##### **Mr. Kazi Akhtar Uddin Ahmed**

Director General, Bangladesh Betar (BB), Bangladesh

##### **Mr. Mohamed Shahyb**

President, Maldives Broadcasting Commission (MBC), Maldives

##### **Ms. Hla Yin Aye**

Department Manager, Forever Group Company Limited, MRTV, Myanmar

##### **Dr. Nawiyah Che Lah**

Director of Radio, Radio Television Malaysia (RTM), Malaysia

##### **Mr. Anders Held**

Head-International Radio, Swedish Radio (SR), and Project Manager Radiodays Europe

## Parallel Session 4: National Unity, Peace Building and Media

Binding all the people together in one common bond, no matter what their race, caste, sub-caste, region or religion has remained elusive for many nations. Several factors account for this: poverty, unequal distribution of wealth, poor basic services, stifling political systems, regional conflicts and discrimination. Can media help in enabling people live together peacefully and identify themselves as part of a single whole? What are some gaps mainstream and alternative media can address to bring about integration, unity and peace?

### Chairperson

#### **Mr. M. Kabul Budiono**

Director of Program and Production, Radio Republik Indonesia (RRI), Indonesia

### Speakers

#### **Prof. Zaharom Nain**

Professor of Communication and Media Studies, University of Nottingham Malaysia Campus, Malaysia

#### **Mr. Riyadh K. A. Elhassan**

Chairman of Board, Palestine Public Broadcasting Corporation (PBC), Palestine

#### **Mr. Suresh Kumar Karki**

Executive Director, Radio Nepal (RNE), Nepal

#### **Mr. Mutasim Alfadel Abdelgadir**

Director General, Sudan National Radio Corporation (SNRC), Sudan

#### **Dr. Sadhana Rout**

Joint Secretary, Ministry of Tribal Affairs, Government of India, India

1530 – 1600

### Coffee Break

1600 – 1730

## Session 5

### CEO Roundtable: Delivering More Value to Broadcasting

The impact of emerging technologies, digital and social platforms, new business approaches and changing consumer behavior plays in the success of the broadcast industry. How are the industry leaders delivering value in a multi-



platform world? How are they dealing with changing consumers' tastes and lifestyles? What new models beyond advertising are they pursuing to increase revenues? Are they leading the change to become future winners? What new paradigms of success are they pursuing to ensure survival and growth in the next 5 to 10 years?

**Moderator**

**Ms. Sohn Jie-Ae**

President, Korea International Broadcasting Foundation and Chief Executive Officer, Arirang TV, Korea

**Panelists**

**Mrs. Dra. Rosarita Niken Widiastuti**

President Director, Radio Republik Indonesia (RRI), Indonesia

**Mr. Riyaz Sayed-Khaiyum**

Chief Executive Officer, Fiji Broadcasting Corporation (FBC), Fiji

**Mr. Jeffrey T. Barabe**

Chief Executive Officer and President, Oceania Television Network (OTV), Palau

**Mr. Clement Mshana**

Director General, Tanzania Broadcasting Corporation (TBC), Tanzania

**Mr. Fahad Mohammed Al Sukait**

Chief Executive Officer, Rotana Network, Saudi Arabia

**Mr. Duraid Qureshi**

Chief Executive Officer, HUM TV, Pakistan

1730 - 1745

***Invitation to the Asia Media Summit 2014 by Dr. Riyadh Najm***

*President of the General Commission for Audiovisual Media (GCA), Saudi Arabia*

***Closing Remarks by Mr. Yang Binyuan***

*Director, Asia-Pacific Institute for Broadcasting Development (AIBD)*

**Day 3 - Friday, 31st May**

0900 – 1700

***Full Day Excursion***