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.

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?

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.

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"?

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?

1030 – 1100   Coffee Break

1100 – 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?

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.

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.

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

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24 - 26 May 2016 • Incheon • Korea

Tuesday 24 May

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0945 – 1045	Plenary Session 1: Asian Content Landscape
1115 – 1230	Plenary Session 2: ICT and the Evolving Broadcasting Environment
1400 – 1530	Plenary Session 3: Compelling Content and New Ways of Telling the Story
1600 – 1730	Moderated Debate: Diversity vs Diversity Coexistence of Local Culture and Globalised Content
1930	Gala Dinner and Cultural Show

Wednesday 25 May

0900 – 1030	Plenary Session 4: International Joint Production and Investment Strategy
1100 – 1230	Plenary Session 5: Monetising Content and Dealing with Copyright Issues
1400 – 1530	Showcasing of Selected World TV Awards Entries
1600 – 1715	CEO Roundtable: Looking Forward: Vision for Cutting-edge Content
1715 – 1730	Presentation of the World Television Awards 2016
1730 – 1800	Invitation to the Asia Media Summit 2017 Closing Remarks

Thursday 26 May

0900 – 1700	Visit to KOBA Exhibition/Excursion

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