



Asia Media Summit 2017

6 - 8 June 2017
Qingdao, China



Media on the Frontline of Global Development

As humankind stands at the threshold of the third decade of the 21st century, we find ourselves in a world that is rather new and different. Economy continues to struggle and develop. Technology is changing our lives in many ways. Environmental problems are not getting better. Natural disasters continue to frequent us. Manmade tragedies in new forms and magnitudes are challenging traditional governance and norms.

In the meantime media is assuming unprecedented and ubiquitous relevance to human lives, largely due to the ever-faster development of digital technology. What can media do for the new world? With a lot of nations geared up for Sustainable Development Goals set by the United Nations, what roles should media

play in this new age of human society, in particular for the development goals of our time?

Day One – Tuesday, 6th June 2017

0900 – 1000 Inaugural Session and Keynote Address

1000 – 1030 Coffee Break

1030 – 1230 Plenary Session 1
How Media can Shape the Development Agenda

A tremendous amount of development work on the field is going on that affects the lives of millions of people, yet much of the public are unaware or uninformed of the work that is being done and the dynamics of these issues. How should the media step up and make sure that this information can be pertinent and engaging to all? How can these important issues be made a matter of public priority?

1230 – 1400 Lunch

1400 – 1530 Plenary Session 2
Trending Technology

Latest technologies hold the potential to further transform the operations of broadcasters and enrich the experience for the audience. What can broadcasters learn from technological trends, including the recent advances in OTT, hybrid broadcasting, cloud

computing and new social media platforms, to more effectively deliver content and improve revenue?

1530 – 1600 Coffee Break

**1600 – 1730 Plenary Session 3 - Moderated Debate
Media Responsibility and Global Issues: Activism or Neutrality?**

The media is often held responsible for sensationalising news content or failing to properly cover its full context. Should media responsibility though extend to the level of impact of its news coverage in the country? Concerning the Sustainable Development Goals (SDGs) launched by the United Nations, should the goal of broadcasters be to merely supply information about societal and national events in a neutral fashion, or must they be active in ensuring the progress and execution of these goals in their different country contexts?

1930 Gala Dinner and Cultural Show

Day Two – Wednesday, 7th June 2017

**0900 – 1030 Plenary Session 4
Media for No Poverty: Creating Public Awareness and Engagement**

Poverty has often been an overlooked and underexposed development issue. How can media cover this topic with stories focusing on humanity and compassion towards those less privileged? How can statistics and data on poverty afflicting countries be communicated to effectively connect poverty with public opinion?

1030 – 1100 Coffee Break

**1100 – 1230 Parallel Session 1
Reporting on Peace and Conflict: Have the rules changed?**

- *Media and Conflict: Instigator, mediator, ...*
- *Dealing with terrorism as a global phenomenon*
- *Seeking new reporting guidelines on high risk issues*

**Parallel Session 2
Climate Change and Disaster Risk**

Coverage of climate change remains an ongoing test for broadcasters to ensure this topic of massive importance is given due justice. Essentially, how can the data of climate change and disasters be transmitted in an understandable and impactful way to positively change public opinion, and save lives in time of emergency?

1230 – 1400 Lunch

**1400 – 1530 Plenary Session 5
Strategies for High-Quality Programming: Concepts, Content and Formats**

Today's programmes, be they educational or entertainment, need specific techniques and knowledge to ensure the content is factually-grounded, well-researched and captivating to the audience, especially concerning development issues. What are the best practices among broadcasters to plan such programmes from the level of concept to its format for distribution?

1530 – 1600 Coffee Break

**1600 – 1715 Plenary Session 6 - CEO Roundtable
Road to 2030: Partnerships and Opportunities**

The 17 Sustainable Development Goals of the United Nations come with 169 specific targets and with an aim of achieving them by the year 2030. To achieve this task would require the collaboration of the media with various development stakeholders, including governments, UN bodies, international donor agencies and NGOs working in the field. This special session brings some top representative from those organisations and key media industry figures to discuss a joint media strategy for accomplishing the SDG agenda with an eye to future collaboration.

1715 - 1730 Presentation of the World Television Awards 2017

1730 – 1800 Closing Ceremony

Invitation to the Asia Media Summit 2018

Day Three – Thursday, 8th June 2017

0900 – 1700 Cultural Visit