Pre-summit workshops

10ᵗʰ June 2019:

Master Class: Leadership in the 4th Industrial Revolution

The need for qualification in management positions is immense, however this need for more training and knowledge gap is rarely included in the public, technology driven debate. It is obvious that, industrial processes and the attitudes of people are changing and being revolutionized. There is immense pressure to have leaders 'upgrade' their management competencies to reflect the 4th Industrial revolution.

This Master Class will explore the media management methodologies that will enable organisations to craft strategies for the future, where leadership is aligned around the shared view of this future for the industry and what will be required for their success.

Note: Participation in this workshop is by invitation only.

11ᵗʰ June 2019:

Disinformation/Fake News: concerns, challenges and way forward

Disinformation or popularly known as fake news has taken the news industry by storm. The sheer impact of its spread and damage is unfathomable. Most of the journalists and news media in the developing world do not have the capacity and know-how to understand or uncover disinformation. When they themselves do not possess verification skills, either they succumb to wrong information or be late in doing the damage control.

This one-day pre-summit workshop will give the participants some practical knowledge and skills on trends of disinformation and identifying them. Through this workshop they would be able to at least set up newsroom systems in order to ensure systematic monitoring, investigating and reporting on 'disinformation'.

11ᵗʰ June 2019:
Impact of AR VR on Media

Augmented Reality (AR) and Virtual Reality (VR) are two emerging technologies that are revolutionizing several industries including broadcasting and media industry in particular. These technologies provide a platform for a more enriching and engaging user experience through information and entertainment perspectives. These could particularly be more useful to the broadcasters both at the time of content creation and presentation to the users and audiences.

This workshop aims to enlighten broadcasters on the increased capabilities of AR, VR, MR & even XR technological applications in content creation and the immense economic benefits that can be derived. What are the technical best practices that can be adopted in content development with digital integration of products into popular TV programmes and marketing strategies to give viewers a richer experience.

11th June 2019:
Trends in 4K Technology

4K Ultra HD TV is a rapidly developing, emerging technology. Compared with existing high-definition and standard TV systems, 4K Ultra HD TV is a technical upgrade. The technical parameter values of such systems include higher image resolution, higher image frame rate (HFR), higher image dynamic range (HDR), wider colour gamut (WCG), and advanced sound system technologies. The intent of a combination of all these enhanced parameters is to provide a more "immersive" and better experience for the viewer. Some broadcasters and producers of high value programmes are already taking advantage of the latest "UHD" equipment in the market. The workshop will highlight the production and distribution of 4K content and how the image quality is enhanced with UHD cameras and production equipment. The experts would be talking on 4K-Full solution, for contents, production, streaming / broadcasting, display devices et all.

11th June 2019:

Creating compelling content

The advent of broadcasting technologies related to distribution, monetization, preservation and larger eco-system for storytelling are challenging content creators to be more relevant globally and locally. Experts are now discussing the futuristic utilization of AI and data sciences in mainstream production flow. The viewership statistics of traditional media and new media is raising concerns for conventional broadcasters.

The workshop aims to explore the various strategies in 360 direction to formulate impactful, meaningful and saleable content. Successful case studies related to transmedia, co-productions, human development storytelling and interactive programming would be discussed in the workshop.