



The 16th Asia Media Summit

**10 - 14 June 2019
Siem Reap, Cambodia**



Media Digitisation: Focusing on Developing Markets

Digital revolution has been shaping the way, we live, work, relate to one another, and even the way we think.

Amid the revolution of new media, hyper-connectivity, OTT, VR/AR, large content banks, international syndications, utilization of artificial intelligence have opened new horizons for traditional broadcasters. However, these opportunities are not without challenges, and are mostly confronted by broadcasters in developing countries.

Like in other regions the digital gap is also present in the Asia-Pacific. While some forerunners are embracing the high tides of technological innovations, there is still a dire need for some developing countries to show willingness and readiness to adopt new technologies, howsoever limited in their current development.

Given the fact that even within countries, there may be vast discrepancies in digitisation between different geographical areas. Various strategies and measures must be worked out for the developed and the developing countries to come closer, so that the fruits of

this so-called 'digital revolution' could be shared equally.

Pre-Summit Workshops

1. **AIBD Master Class on the Leadership in Fourth Industrial Revolution** (10-11 June 2019)
2. **AIBD Pre-Summit Workshop on the Impact of Augmented Reality (AR) /Virtual Reality (VR) on Media** (11 June 2019)
3. **AIBD Pre-Summit Workshop on Combating Disinformation** (11 June 2019)
4. **AIBD Pre-Summit Workshop on Trends in 4K Technology** (11 June 2019)
5. **AIBD Pre-Summit Workshop on creating impactful content in Digital Era** (11 June 2019)

Other Meetings:

1. Ministerial Meeting (12 June 2019)
2. AIBD/ABU/ASBU (13 June 2019)
3. Fake News Task Force Meeting (13 June 2019)

Day One – Wednesday, 12th June 2019

0800- Registration for all delegates
0830

0830- Arrival of Ministers and Honorable guests in VIP Boardroom
0845

0845- Arrival of Samdech Akka Moha Sena Padei Techo Hun Sen, Prime Minister of
0855 Kingdom of Cambodia at VIP Boardroom and granting an audience to Ministers

- 0900** 1. Opening Ceremony
– 2. Cambodia’s National Anthem
1000 3. Blessing Dance
4. Welcome remarks by H.E Kheiu Kanharith, Minister of Information of the Kingdom of Cambodia
5. Opening Remarks by Mr Fayyaz Sheheryar, AIBD President
6. Special Address by UNESCO
7. Keynote Address by Samdech Akka Moha Sena Padei Techo Hun Sen, Prime Minister of Kingdom of Cambodia
8. Group Photo Samdech Techo and Honorable Guests (Ministers)
9. End of Opening Ceremony

1000 **Coffee Break**

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1030

1030 – Plenary Session 1

1200

How we can adapt to Digital Revolution

With the digital transformation in recent years, broadcast and media industry have become fiercely competitive. The session will discuss governmental policies and progress in the region for adoption of new technologies in both developed and the developing markets.

It will cover digital trends in the broadcast & media industry and share best practices on how media & entertainment organisations can survive, grow and engage audiences on being proactive to embrace right technology at the right time. The session will also shed light upon the current situations in developing markets as to adapting to those new technological possibilities. Policies on cooperation between the developed and the developing countries and industries will also be explored.

1200- **Plenary Session 2**

1300

Envisioning the media in the 4th Industrial Revolution

The Fourth Industrial Revolution (4IR) is shaping the future with the evolution of media technologies and strategies which are revolutionising the broadcasting industry. What are the current trends in the integration of digital platforms, challenges to be audience-focused and opportunities for being contextual and ubiquitous for media broadcasters and how we can share our case studies to catch up with technological race and uplift the broadcasting standards?

1300 **Lunch**

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1400

1400 Plenary Session 3

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1500 Integration of Latest technologies in content creation

Technological advancements continue to transform broadcast media industry and content creation techniques. Recent major sports coverages were done using both UHD-1 and with high frame rates (HFR) as well as High Dynamic Range (HDR) wide colour gamut (WCG). Media production organisations are deploying technologies to maximise the utilisation of production facilities. This session will address opportunities and challenges posed by AR, VR, UHD, HDR, HFR, WCG and IP in production.

1500 Coffee break

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1530

1530 Plenary Session 4

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1700 Disinformation & New Media

Information is power and power is information. With social media, never has the flow of information been so fast and sharing information among people and constructing their own stories have become much easier and widespread. From the recent 'Yellow Vest' movement in France to the 'Arab Spring' in the middle-east, social media has helped commoners to voice their concerns.

While it has proved so useful for the media houses and journalists to get quick and easy access to information it has not come without challenges. But, how about 'misinformation' and 'disinformation', as experts very aptly say that if it is a news it shouldn't be fake and if it is fake it can't be news.

1930 Gala Dinner

Day Two – Thursday, 13th June 2019

0900 – Plenary Session 5
1030

Monetization in traditional media/new media: competing or complementing?

Technology and media consumption behaviour is changing the economics of traditional broadcasters. New media has empowered the audience to control and customize media content and consume targeted advertisements. This growing trend has implications for advertising avoidance, resulting perhaps in a stiff competition between traditional broadcasting and new media.

Are traditional broadcasters accepting such changes in the media eco-world?

1030 – Coffee Break
1100

1100 – Plenary Session 6
1200

Technologies for distribution of media contents

The age of technology is right here and significant progress is evident in delivering high bandwidth content. In 2020, satellite is likely to be used to deliver UHD-2 (8k or Hi-Vision) content of Tokyo Olympic coverage. Digital Terrestrial Television services are also making significant improvements in its delivery. ATSC 3.0 has been adopted in the Republic of Korea and North America, China is coming up with enhanced version of its DTMB and DVB introduced single illumination and DVB-I for online delivery. On the other hand, user interface (UI) is extremely important for audience to discover, interact and share to enhance their experience with content.

The Session will also emphasize on streaming services offered by various service providers like Netflix, iflix, iQiyi, Dimsum, Hulu etc. that allow customers to watch a wide variety of TV shows, movies, documentaries, and more on thousands of internet-connected devices.

1200- Plenary Session 7
1300 Preserving our times through archives

With the drastic rise in content produced by both traditional and new media, it is necessary to preserve it for the future, along with the restoration of old archives as heritage. Digitisation has provided the scope to enhance the shelf life of the content and at the same time helping traditional broadcasters to create another channel for revenue generation.

1230 – Lunch
1400

1400 – Plenary Session 8
1530

CEO Round table: Digitisation: Media Credibility

Credibility of media content is essentially ascertained by referring to the source of information. With the intervention of new technologies and in the Fourth Industrial Revolution certain tools and techniques will not only enhance credibility but also assist with the technological aspects of digital media that can influence credibility judgements. How do media leaders view the relationship between revolutionary digital technology, content and credibility, so that their organisations remain relevant?

1530 – Coffee Break
1600

1600 – Presentation of World TV Awards 2019
1630

1630 - Closing Ceremony
1700

Day Three – Friday, 14th June 2019

900- Angkor Wat Monument
1700 CMAC Mines Museum