



The 15th Asia Media Summit

10 - 12 May 2018

New Delhi, India



Telling Our Stories – Asia and More

With a mosaic of countless ethnic groups, profusion of religions, rich cultures and beautiful diverse topography, Asia is a huge mine of stories and storytellers. For centuries, the continent has retold and reinterpreted epic works such as the *Mahabharata* and *Ramayana* from India, *Shahnameh* from Iran, *Journey to the West* and *Dream of the Red Mansion* from China, and *Tale of Genji* from Japan. This art has survived and flourished despite wars, natural calamities and developmental challenges, and during our time has been particularly epitomised by the sustained developments in broadcasting and the continual growth of films.

The broadcasting and film industry are inter-related in many ways, and storytelling is perhaps the most essential common ethos. Looking forward to the development trends of these industries in the new decade and with the advent of the latest media technology

on top of the perpetual reflection on values and narrative techniques, the need of impactful storytelling has become more pressing. Issues like commercialization, copyright, laws and regulations, innovative business models are all more poignant for storytellers on their way forward to bringing peace and prosperity and uplifting Asian society.

Pre-Summit Workshops

- 1 **AIBD / CCTV Master Class on Storytelling - Principles, Methods and Aims**
 - a. Ms Sarah Gibson
 - b. Mr Abhaya Kumar Padhi
 - c. Mr Yang Fuqing

- 2 **AIBD Pre-Summit Workshop on Augmented Reality (AR) /Virtual Reality (VR)**
 - a. Mr Ale Raza
 - b. Mr Naresh Gupta
 - c. Ms Samantha Ramlu

- 3 **AIBD Pre-Summit Workshop on Media Law and Ethics**
 - a. Dr Venkat Iyer

- 4 **AIBD / STARTIMES / BECIL Pre-Summit workshop on Digital Terrestrial Television Broadcasting (DTTB) – Transition Strategy**
 - a. Mr Guo Shifeng
 - b. Mr Surinder Singh

- c. Mr M S Duhan
- d. Mr D P Singh
- e. Ms Archana Gupta
- f. Mr Rajendra Kumar

5 **AIBD / Radiodays Europe / RCS Pre-Summit Workshop on A World of Listening-Telling Our Stories**

- a. Ms Steve Ahern
- b. Ms Anders Held
- c. Ms Martin Liss
- d. Ms Archana Kapoor

6 **AIBD / Thomson Foundation Pre-Summit workshop on Mobile Journalism(MoJo)**

- a. Deborah Kelly (Thomson foundation)

Other Meetings

Cocktail (By invitation only)

Day One – Thursday, 10th May 2018

0900-1000 **Inaugural Session**

Opening Remarks & Keynote Address:

Opening Remarks **Mr Chang Jin**
Director, AIBD

Mr Shigeru Aoyagi
*Director, UNESCO New Delhi Office &
UNESCO Representative to India, Bhutan,
Maldives & Sri Lanka*

H.E. Dr Abdolali Ali-Askari
*President, General Conference of AIBD &
President, IRIB, Iran*

Video Message **Ms Amina J. Mohammed**
(Tentative) *Deputy Secretary-General, United Nations*

Keynote Address **Hon'ble Smriti Zubin Irani**
*Union Minister of Textiles and Information &
Broadcasting, India*

1000-1100 **Hi-tea / Coffee Break**

1100-1230

Plenary Session 1: Media Regulation Policies: Ethics, Rules and Laws

Given the diversity of the Asia-Pacific region, it is inevitable that there are differing approaches to regulations and laws concerning the media, and storytelling. Media think-tanks and opinion-leaders are constantly at work to devise and regulate policies with a view to avoiding negative implications to society and to amplify the positive. On the other hand, given recent inexpensive technological innovations and the exponential growth in content production, law makers in the region have to frequently grapple with concerns about defining acceptable parameters and setting reasonable boundaries for telling stories. The resolution of these tensions remains a perennial challenge.

Moderator:

Dr Venkat Iyer

Barrister, UK

Speakers:

Hon'ble Shri Ravi Shankar Prasad

Minister of Law & Justice and

Minister of Electronics & Information Technology, India

Hon. Hasanul Haq Inu

Minister of Information, Bangladesh

H.E. Dr Khieu Kanharith

Minister of Information, Cambodia

Mr Ko Sam-Seog

Standing Commissioner, KCC, Korea

1230-1400

Lunch

1430-1530

Plenary Session 2: Our Exciting Stories

The Asia-Pacific region is rich with numerous mythologies, folklore and contemporary stories, but one thing that makes it more affluent is perhaps the shared cultural perspective common to the region. With rapid developments in broadcasting industry, the need for impactful storytelling has never been more significant. What are the current trends in media regarding choosing stories and sharing them with audiences? What are the narratives and experiences behind the most exciting stories of our time?

Moderator:

Ms Poonam Sharma

Director, Media Guru, Singapore

Speakers:

Mr Baek SangHoon

Producer, KBS, Korea

Mr Jason Bernard Santos

Documentary Filmmaker, Phillipines

Mr Iain Martin

Asia Editor, Storyful, Hong Kong, China

Ms Carol Ying Yu

Asst. Chief Editor, Phoenix TV, China

1530-1600 **Coffee Break**

1600-1730 **Parallel Session 1:Asian Values as Broadcasting Themes**

With the changing societal landscape in Asia-Pacific region, it has become more compelling to strike a balance between traditional ideologies and contemporary approaches. The question often posed in today's fast-paced world is: are we losing our values? Yet, what is so distinctive about 'Asian Values' and how do they relate to the rest of the world? If any consensus can be found on the question of 'Asian Values', can we instill and promote those values through, for example, co-production by pooling together and optimizing our resources?

Moderator:

Mr Steve Ahern

CEO, International Media & Broadcasting Academy, Australia

Speakers:

Mr Yang Fuqing

Deputy Director, China Global Television Network (CGTN), China

Mr Letchumanan Shanmugam

Under Secretary, International Division, Ministry of Communications and Multimedia, Malaysia

Mr Prabhath Sudarshana Wicramasinghe Gunawardena

Director General, Government Information Department, Sri Lanka

Ms Aruna Adiceam

Deputy Counsellor for Cooperation and Cultural Affairs, French Embassy, New Delhi

Mr Vikram Channa

Vice President, Production and Development/Commercial Partnerships, Discovery Networks Asia-Pacific, India

1600-1730 **Parallel Session2: Moderated Debate: Should All Good Stories be Commercially Successful?**

Since the beginning of media, there has been a level headed discussion between great stories versus commercial stories. Needless to say not all good stories are commercially successful, and commercial success should never be the only standard to evaluate a story. With developments in storytelling techniques, dissemination and promotional strategies, are we at a better position to make some great stories monetarily fruitful offerings? Yet in the meantime, should and can we create an environment for those good stories, without being commercially successful, to have a proper place in our cultural life?

Moderator:

Mr Martin Liss

Consultant & Programme Committee, Radiodays Europe

Speakers:

Ms Moneeza Hashmi

*Head of Creative and Media,
KASHF Foundation, Pakistan*

Mr John Maguire

*Director of International Relations and Corporation,
France Médias Monde, France*

Ms Deborah Kelly

*Head of Training & Communications,
Thomson Foundation, UK*

Ms Munira Murad

*Head of International Relations,
Radio Television Malaysia (RTM), Malaysia*

1930

Cultural Show

2015

Dinner

Day Two – Friday, 11th May 2018

0900-1030 **Parallel Session 3: New Technologies in the Broadcasting and Film Industry to Enhance Storytelling**

With the advent of the latest production technologies, the canvas for storytelling has become much larger than before. Visually, with the power of 4K/8K and beyond as well the arrival of modern gadgets in the TV/Film production realm, and with the growing popularity of podcasting and app delivery in the radio industry, there is a growing need to have an exposure of these technologies and to adopt new techniques to enhance the potential of great stories.

Moderator:

Mr George Kuruvilla

*Chairman & Managing Director,
Broadcast Engineering Consultants India Ltd
(BECIL), India*

Speakers:

Ms Samantha Ramlu

Managing Director, Method Digital, New Zealand

Ms Ines Jabali

Head of Production & Operation Department, ASBU

Mr Gordon Gu

CEO, ADINNO, China

Mr Yuji Yamana

Senior Manager, NHK, Japan

Mr N.Thiyagarajan

Add. Director General (Engg.) Prasar Bharati, India

0900-1030 **Parallel Session 4: Sustainable Development Stories – Special Focus**

To achieve the sustainable development goals, merely policies and actions from governments will not be enough, rather synergic bond among every aspect of civil society is required, and media can play a significant role in it. Addressing such issues like poverty, corruption, discrimination and terrorism along with the implementation of 17 SDGs in the Asia-Pacific region will not be an easy task, especially in under-developed societies. One of the solutions to overcome these challenges is to highlight them in an impactful manner to create awareness among masses and to engage them to contribute their part.

Moderator:

Mr AHM Bazlur Rahman

*CEO & Founder,
Bangladesh NGOs Network for Radio and Communication (BNNRC), Bangladesh*

Speakers:

Mr Rajiv Chandran

*National Information Officer,
UN Information Centre, India & Bhutan*

Mr Jaganath Sharma

G.M News and Current Affairs BBS, Bhutan

Ms Ramrada Ninnada

*Chief Development Management Officer,
Mae Fah Luang Foundation,
Under Royal Patronage, Thailand*

Mr Lee Dong-Seok

*Director of Regional Media Policy Division,
Korea Communications Commission (KCC), Korea*

Mr Abdul-Warith Solanke

Assistant Director, Strategic Planning, Voice of Nigeria (VON), Nigeria

1030-1100

Coffee Break

1100-1230

Plenary Session 3: Media Business Models in the New Era

Traditionally media business models used to be in a linear structure, consisting of content, distribution, and audience, with programme executives making editorial decisions for all. The arrival of the internet, and especially social media, has disrupted this traditional structure. With concepts such as trans-media, cross-media, online monetization tools etc., and challenges to remain credible in terms of editorial policies as well, there is a serious need to conceptualise, devise and utilize new business models.

Moderator:

Mr Aale Raza

Founder & Managing Director, Whiteways Systems, Singapore

Keynote Address:

Sh Vineet Jain

Md Times Group, India

Speakers:

Mr Rahul Kapoor

Head of Large Partnerships, Google India

Mr David Hua

Head of Digital Operations, ABC Australia

Dr Wu Diany

Lecturer, Communication University of China, China

Mr Zhang Yilong

*Director, Overseas Business Development
Star times, China*

Mr Louis Hernandez Jr.

CEO& Founder, Black Dragon Capital, USA

1230-1530

Lunch

1400-1530

Plenary Session 4: Telling Compelling Stories: Challenges and Opportunities. Joint Session - Radio and Community Radio

The "War on Truth" takes centre stage in the face of global adversity. Journalism is often cited as the fourth pillar of democracy for people to possibly access the truth. Media ensures transparency and plays a crucial role in shaping a healthy

democracy. What are the challenges journalists face in bringing the truth and remaining credible when so much content is being bombarded to the audience via alternative social media and by spin doctors? How then can media stand its ground?

Moderator:

Ms Sarah Gibson

Moderator, Worldwide Association of Women Journalists & Writers (AMMPE)

Speakers:

Dr Lim Ming Kuok

*Advisor for Communication and Information
UNESCO Office in Jakarta, Indonesia*

Dr Shahidul Alam

Founder, Pathshala South Asia Institute, Bangladesh

Ms Paula Slier

Middle East Bureau Chief, Russia Today

Dr Ramachandran Ponnai

Associate Professor, Taylor's University, Malaysia

Mr F. Sheheryar

Director General, All India Radio, India

1530-1545

Coffee Break

1545-1715

Plenary Session 5: CEO Roundtable: Storytelling and the Success of Media

The definition of 'Successful Media' has changed a lot in recent years. New media business models, interactive technologies, innovative story techniques, analytical tools, and latest game-changing broadcasting developments in broadcasting have made broadcasters to rethink their strategies to be more credible and impactful for the society. To what extent is storytelling at the centre-stage of media success?

Moderator:

Dr Javad Mottaghi

Secretary General, ABU

Speakers:

Mr Thusira Malawwethantri

*Director General,
Sri Lanka Rupavahini Corporation(SLRC), Sri Lanka*

Mr Narayan Chandra Shil (Tentative)

Director General, Bangladesh Betar

Mr Chencho Dorji(Tentative)

*Director General,
Bhutan Infocomm, & Media Authority, Bhutan*

Mr Mohammed Shahyb (Tentative)

*President,
Maldives Broadcasting Commission, Maldives*

1715-1730 **Presentation of the World Television Awards 2018**

Closing Remarks

Hon'ble Col. Rajyavardhan Singh Rathore

*Minister of State, Information and
Broadcasting, India*

Mr Chang Jin

Director, AIBD

1830-1930 **AIBD/ASBU/ABU Meeting**
(By invitation only)

2000-onwards **SPT Meeting**
(By invitation only)

Day Three – Saturday, 12th May 2018

0800-1830 Cultural Visit