



Broadcasters in today's complex media environment face two critical tasks: one, to make sense of the diversity of technology, content, skills and standards that can enrich their audience experience and sustain the organisation; and, two, to make sense of the vast array of ideas, opinions, perspectives and cultural background that can contribute to a critical understanding of political, economic, social and human development.

These tasks become daunting amidst fierce competition, limited resources, difficulties in adopting and adapting to new ways of thinking and concerns of misunderstanding, conflict and disunity diversity can engender.

At the Asia Media Summit 2014, broadcasters will have a platform to examine the many dimensions of diversity, and its impact on crafting a clear vision and innovative strategies in order to build a sustainable organisation and foster a 'media organisation and a society of difference'.

Day One – Tuesday, 6th May 2014

0930 – 1015 Inaugural Session and Keynote Address

1015 – 1045 Coffee Break

1045 – 1145 Plenary Session 1

Rise of International Satellite Channels: Bane or Boon?

The emergence of satellite broadcasting besides other transnational information and communication technologies has opened the airwaves to cultures everywhere. This has exposed audiences to a diversity of new ideas, opinions and perspectives with great political and economic benefits for the countries involved. But along with these advantages is the threat of uniformisation of culture, intolerance of differences and ultimate loss of many of the cultural practices unique to a region. Do these threats outweigh the advantages or vice versa? How can broadcasters deal better with the pluses and minuses of satellite broadcasting? What are some best practices to minimize the ill effects on local cultures?

1145 – 1200

Presentation of the World Television Awards 2014

1200 – 1300 Plenary Session 2

TV and Web Convergence, Mobile TV: What's Next on the Screen?

Today it is difficult to imagine life without TV and the Internet as many more audiences consume these major platforms. Though they have yet to intimately and fully embrace each other, they now co-exist. Through new technology and applications, their convergence is making TV and the web more personal, more participative and more permanent. Mobile TV is another platform that is increasingly attracting consumers' attention. What are the new trends on TV and web convergence as well as mobile TV? How are innovative companies dealing with these platforms? Will TV just serve as another screen to consume Internet content? What types of content are feasible for the small screen?

1300 – 1400 Lunch

1400 – 1530 Plenary Session 3

Towards Robust and Effective Media Regulation: Opportunities and Challenges

Broadcasters have invariably dealt with tensions arising from media regulation. By its very nature, regulation sets limit to freedom, which is a key principle in many democratic societies. With the advent of new technology and social media, increasing flow of goods, services and workers across regions, and growing demands on media organisations to sustain business, are existing objectives for media regulation outdated? If so, what should be the focus for the future? To what extent has technology altered regulatory paradigms? Is light-touch regulation the way forward? Should regulation respect cultural differences between societies, or are there certain immutable norms which transcend national boundaries?

1530 – 1600 Coffee Break

1600 – 1730 Moderated Debate

Media's Watchdog Role: How Far should it Go?

In both new and old democracies, media has served as the eye and ear of government activities and its excesses. The objective is to ensure that individuals and institutions who are mandated to serve the public interest remain responsible and accountable. This watchdog role helps bring about good governance. Conversely, it can also have negative impacts. Too much adversarial reporting, some critics say, diminishes public trust and support for government, and may even trigger chaos in countries transitioning out of conflict. How far should this watchdog role go, particularly in societies where strict government restrictions or the demands of commercialism exist? To what extent can we practice it so that media becomes not an obstacle, but a positive force for reform and change?

2100 Gala Dinner and Cultural Show



Day Two – Wednesday, 7th May 2014

0930 – 1030 Plenary Session 4

Media in Emergency Situations

2014 marks the centenary of the start of World War One and the 10th anniversary of the tsunami in Southeast Asia. In both events and in many other wars and disasters, media has played a crucial role in providing perspectives on the issue and the solution and contributing towards easing or aggravating conflicts and emergency situations. As conflicts continue to beleague many nations and climate change altering our environment with numerable and unexpected consequences, are media organisations delivering the highest standards of journalistic practice? To what extent has new technology helped practice good journalism? Are they going beyond reporting and engaging in humanitarian activities in times of conflicts and disasters?

1030 – 1100 Coffee Break

1100 – 1230 Parallel Session 1

High-Impact Learning for Organisational Performance

Innovation is a key factor in driving media's business growth and effective service to society. This requires a strong and consistent culture of learning and exceptional performance in an organisation. Are media companies preparing well enough to accelerate innovation and cultivate talents? Are they finding traditional training approaches still useful or are they adapting to new technologies and new ways of thinking about training? How are they training, recruiting and developing the best talents for organisational performance? What best training practices are in place to meet high-impact learning?

Parallel Session 2

Radio & New Media: Empowering and Engaging Audiences

Doubts persist that listeners will abandon radio for new media and Internet alternatives. Radio will be a distant memory of past glories, critics say. However, this traditional media platform has remained relevant and sustainable, defying more than a decade's worth of new media death notices. Listeners keep listening, and perhaps growing through various delivery platforms and media buyers keep buying. Radio stations are increasingly tapping new media to empower and engage audiences. How do innovative radio companies do it successfully? What are some approaches of engaging through new and social media, storytelling and innovative radio formats that empower listeners.

1230 – 1400 Lunch

1400 – 1530 Plenary Session 5

Is the Newsroom Adapting and Innovating Enough?

Newsrooms face numerous opportunities and threats generated by new technologies and the rise of social media and citizen journalism. They have to cater to consumers who want news at their fingertips, anytime, anywhere, and expect it to be up-to-the-minute and information-rich. With new technology, viewers can engage with journalists at the scene of a story, or even chat with story-makers themselves. Through social media, viewers share in the newsrooms' gatekeeping function, allowing them to delve into stories relevant to them. Are newsrooms coping with fast changing media consumption habits? Are they innovating enough to reach more audiences and deliver relevant information? What is the newsroom's future to best serve the public?

1530 – 1600 Coffee Break

1600 – 1615 Summary of Parallel Sessions 1 & 2

1615 – 1730 CEO Roundtable (Moderated Discussion)

Building Media as a Responsible Corporate Citizen

Doing good makes good business sense all the time. It is the essence of the corporate social responsibility principle some media companies adhere to by ensuring active compliance with laws and ethical standards and offering corporate philanthropy to further some social good. Some align directly their efforts towards corporate social responsibility with their business strategy. Others pursue a shared value model based on the idea that corporate success and social welfare are mutually dependent. What strategies do media companies adopt to become more responsible corporate citizens? How do they deal with the challenges and threats when implementing their CSR strategy? What are some best practices?

1730 - 1800

Invitation to the Asia Media Summit 2015

Closing Remarks

Day Three – Thursday, 8th May 2014

0900 – 1700 Full Day Excursion

Asia Media Summit 2014

6-8 May 2014 • Jeddah • Saudi Arabia

Tuesday 6 May

0930 – 1015	Inaugural Session and Keynote Address
1015 – 1145	Plenary Session 1: Rise of International Satellite Channels: Bane or Boon?
1145 – 1200	Presentation of the World Television Awards 2014
1200 – 1300	Plenary Session 2: TV and Web Convergence, Mobile TV: What's Next on the Screen?
1400 – 1530	Plenary Session 3: Towards Robust and Effective Media Regulation: Opportunities and Challenges
1600 – 1730	Moderated Debate: Media's Watchdog Role: How Far Should it Go?
2100	Gala Dinner and Cultural Show

Wednesday 7 May

0900 – 1030	Plenary Session 4: Is the Newsroom Adapting and Innovating Enough?
1100 – 1230	<i>Parallel Session 1:</i> High-Impact Learning for Organisational Performance <i>Parallel Session 2:</i> Radio & New Media: Empowering and Engaging Audiences
1400 – 1530	Plenary Session 5: Media in Emergency Situations
1600 – 1615	Summary of <i>Parallel Sessions 1 & 2</i>
1615 – 1730	CEO Roundtable: Building Media as a Responsible Corporate Citizen
1730 – 1800	Invitation to the Asia Media Summit 2015 Closing Remarks

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