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** Leadership in Fourth Industrial Revolution (4IR)
 (10-11 June 2019)

2. **AIBD Pre-Summit Workshop on 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 conent in Digital Era (11 June 2019)

Other Meetings:
1. Ministerial Meeting
2. AIBD/ABU/ASBU

Day One – Wednesday, 12ᵗʰ June 2019

0900 – 1000   **Inaugural Session and Keynote Address**

Opening Remarks
Keynote Address

1000 – 1030   **Coffee Break**

1030 – 1200   **Plenary Session 1**

How we can adapt to Digital Revolution

With the digital transformation in recent years, broadcast and media industry ave 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.

1200-1400   **Ministerial Lunch (For Minister's only)**

1200-1300   **Plenary Session 2**

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**

– **1400**	
1400 **–** **1500**	**Plenary Session 3** 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.
1400- **1530**	**Ministers' sideline meeting (For Minister's only)** Co-Chaired by Ministers of Cambodia & Malaysia The meeting will focus on ICT-ization/Connectivity, Media Policies, Cyber Security in the region and the way forward. The resolution from the meeting could pave a path to make media growth in the region stronger, vibrant and exemplary.
1500 **–** **1530**	**Coffee break**
1530 **–** **1700**	**Session 4: Disinformation & New Media** **Plenary Session 3** 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.

Day Two – Thursday, 13th June 2019

0900 – 1030   **Plenary Session 5**

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 – 1100   **Coffee Break**

1100 – 1200   **Plenary Session 6**

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.

1200-1300   **Pleanary Session 7**

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**

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
1830 –   1. **AIBD/ABU/ASBU Meeting**
1930
Day Three – Friday, 14ᵗʰ May 2018

900-   Angkor Wat Complex
1700