



Organised By:



Virtual Host:



17th

Virtual ASIA MEDIA SUMMIT 2022

FUTURE FORWARD >> REIMAGINING MEDIA

23rd - 26th May 2022

Pacific Extravaganza

Co-hosted by:



Theme: Future Forward: Reimagining Media

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ASIA MEDIA SUMMIT 2022

Highlights





AMS 2022

Theme: Future Forward - Reimagining Media *Pacific Extravaganza*

Every decade seems to require the reimagining of information broadcasting in order for media organisations to endure technological, sociocultural, and industry trends. Despite the fact that technologically advanced countries respond to these challenges differently, they share the same context to remain relevant in the era of new media.

News, radio, television, and social media platforms are all evolving into new formats, and with the audience transition from traditional to digital, it is necessary for media practitioners to expand into those areas where media consumers are tilting based on their available resources.

While there may be significant disparities and a digital divide between geographical areas, strategies and assessments must be devised continuously and exercised to close the technological gap between developed and developing countries, ensuring that the benefits of this new era are distributed equally.

During the first-ever virtual Asia Media Summit 2022, key industry players, policymakers, new media titans, and government officials will join this event to reimagine media as future-forward.

SUMMIT HIGHLIGHTS

Participation of
Regional
Governments,
International Bodies
& Media Intellect

Engagement with
Global Partners &
Sponsors

Content Exchange
& Collaboration
Opportunities

Agenda

DAY 1 - 25 MAY 2022

11:00 A.M

Inaugural Session and Keynote Address

Welcoming Address **Mr Mayank Agrawal**
AIBD GC President

Special Address **UN Under-Secretary-General (TBC)**

Keynote Address **Honorable Voreqe Bainimarama**
Prime Minister of The Republic of Fiji

Musical Performance - Heartbeat of Pacific



Virtual Excursion - Fiji

Break

- Video Messages by Regional Communication Ministers & U.N Officials
- Ministerial Session Sponsors Ads
- Upcoming Session Teaser

12:00 P.M

Session 1: Ministerial Session: Strengthening Media in a changing world

With the massive audience shift from linear media to new media, staying relevant for broadcasting organisations is challenging but necessary for long-term success. Traditional Media is not dead, neither it is fading but is rapidly developing. However, it must reshape to avoid becoming redundant. Such kind of transformation entails transitioning from serving a traditional audience through a traditional yet confined medium to serving audiences wherever they are, i.e., a larger media ecosystem.

This session will address the key changes and emerging trends in broadcasting and what policymakers are thinking to strengthen the traditional media. This will help regional media practitioners to reconfigure their media strategies, tactics that are likely to lead to progress and to prepare for the future.



Virtual Excursion - Fiji

DAY 1 - 25 MAY 2022

Break

- Session 2 Sponsors Videos
- Upcoming Session Teaser

1:00 P.M

Session 2: Content Consumption: What Audience Wants and What Data is Telling Us

With the changing media consumption behavior, it is necessary to track the audience minute by minute to ensure whether the efforts by media organisations are put in the right direction or not. The mining media consumption data of the consumers has never been easy. However, with such kind of big data, it is necessary for the media practitioners to extract useful insights as to the right information in the right context.

This session will highlight the success stories by the media intelligentsia that how data is currently being used to analyse the audiences' needs and how to hold their attention through delivering personalised and unique content. mining media consumption data of audiences.



Special Session: Voice of Youth

Break

- Virtual Excursion
- Session Sponsors Videos
- Upcoming Session Teaser

2:30 P.M

Session 3: The Media of Web 3.0: A Shifting Landscape in The Digital Age

The media industry will continue to evolve, and it is evident that this will not stop in the future. These changes are the result of technological advancements and changes in how media consumers use and rely on various information-based internet applications. In the coming age of Web 3.0 where the Internet will be decentralised, adopting technologies to utilise the potential of blockchain will be necessary for the media industry.

This session will discuss the major changes that are likely to occur in the world of media and how these changes can benefit those who provide content to their audience, where advanced and immersive platforms will be readily available to consumers, aided by 5G.



DAY 1 - 25 MAY 2022

3:30 P.M

Content Showcase

For the first time to, AIBD will stage a Content Showcase to enable institute's members to pitch, sell and buy regional content, a great opportunity to diversify member organisations' income stream.

The members can showcase their documentaries, dramas, magazine shows, and music concerts etc.



4:00 P.M

Sponsored Videos



DAY 2-26 MAY 2022

11:00 A.M

Session 4: Broadcasting Humane Stories in line with Agenda 2030

We live in a time when people have never had more information available to them, yet it is still difficult for them to understand what are the core issues that shape their social lives. A global challenge for governments and policymakers to analyse the grass-root issues of their respective societies is a lack of humane stories in mass media. As the media is an essential pillar of democracy and a social watchdog, it is the only way for the public to understand their world. The ability to tell stories has the potential to unite or divide us. In this day and age, the masses cannot afford to be uneducated, especially when it comes to human development issues.



It is evident that the success of Agenda 2030 heavily depends on how the media spotlights the key problem areas and disseminates accurate information to its consumers. This session will highlight the various methods of broadcasting humane stories in line with Agenda 2030.

Virtual Excursion

Break

- Session Sponsors

12:00 P.M

Session 5: Narrowing the Technological Gap in the Asia-Pacific Broadcasting industry

As a result of the digital transformation in recent years, the broadcast and media industries have become intensely competitive. The session will cover regional government policies and development in implementing new technologies in both developed and developing regions.



Media intelligentsia will share case studies on emerging trends in the broadcast and media industries. In addition, the session will provide insight into the current state of affairs in evolving markets in terms of adapting to new technological possibilities.

Virtual Excursion

Break

- Session Sponsors

1:00 P.M

Session 6: Strategies for Diversifying

Revenue Streams

Traditional broadcasters' economics are modifying the dynamics of technological advancements and changes in media consumption habits. The audience can now control, customise, and even personalise media content. The growing trend has implications for ad avoidance, which could lead to a battle between traditional broadcasting and new media.

Are traditional broadcasters adjusting to the changing media landscape?



Virtual Excursion

Break

- Session Sponsors

2:00 P.M

Session 7: CEO Roundtable- Reimagining Media

OTTs, streaming services, and Direct-to-Mobile are driving content distribution and capturing audience attention. What do traditional media practitioners require thriving in a video environment that is becoming increasingly competitive? What steps are various traditional media organisations taking to ensure the monetization of their content in a cord-cutting environment? How can multicultural content providers monetize their over-the-top content?

In this session, media and broadcasting entrepreneurs and experts discuss the impact of technological disruption, piracy, and other factors on broadcasting, potential changes to business models, and the importance of diversity in media and storytelling.



3:00 P.M

Virtual Excursion: Fiji

Closing Ceremony

- Song of Unity - Voice of Pacific
- Speech by Minister of Communication of Republic of Fiji
- Mr Mayank Agrawal, AIBD GC President
- Ms Philomena Gnanapragasam, AIBD Director
- Closing



AIBD/WHO Regional Online Webinar

23 May 2022

A Decade of Road Safety Global Plan: Reporting for Media

Road traffic injury is the 8th leading cause of death of all ages and the leading cause of death for children and young adults 5 – 29 years of age. UN has recently announced the Decade of Action for Road Safety 2021-2030, with the ambitious target of preventing at least 50% of road traffic deaths and injuries by 2030. This webinar will discuss how to report related issues and policies on the media.



Knowledge Sharing Session

23 May 2022

Terrestrial Infrastructure in the age of 5G

This pre-summit knowledge sharing aims to explore the potential of wide range of terrestrial infrastructures that can be used for broadcasting and media services. Some of the key topics will be on the awareness on emerging terrestrial distribution technologies and sharing of the knowledge among regional broadcasters.



Cybersecurity for Journalists

24 May 2022

The objective of this webinar is to raise awareness among female media professionals/ broadcasters regarding recent cybersecurity issues, threat landscape and how to foster the culture of cyber security effectively. Case studies related to remote business operations will be discussed as well by experts.



AIBD /Safe & Fair Programme

23 -26 May 2022

Media has a significant impact on how society perceives migrants and refugees. Some argue that the media misrepresents migrants' struggles and sufferings because of a lack of training and awareness. Today's journalists need to be trained in gender reporting, SDG awareness, ethical migrant journalism, and exposure to international case studies.



AIBD/HBF Regional Workshop

23-26 May 2022

Training on Health Journalism

This regional workshop will focus on the latest topics on health journalism as well as training strategies regarding the subject. The programme will equip the participating broadcasters regarding the current trends in creating stories related to U.N's SDG-3 and producing programmes on international health observances.

PLATINUM



USD 10,000

- Logo in all AMS banners
- Special Interview in TV AIBD
- Social media visibility
- Company profile on AMS registration page
- 30 sec Ad on AMS registration page
- Logo in AMS documents
- 1 Speaking slot (*except Ministerial session)
- Logo on MC background
- Logo on moderator background
- 30 sec Ad before all 7 sessions
- 1 page Ad in AMS proceedings
- 1 page Ad in Broadcaster Magazine
- Logo in AMS report

AMS 2023

- Special discount upto 5%
- 5 Free registrations
- Access to networking session

SPONSORSHIP OPPORTUNITIES

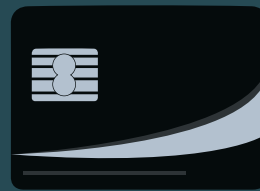
GOLD



USD 5,000

- Logo on AMS Banner on website
- Social media visibility
- Company profile on AMS registration
- Logo on opening & closing banner
- Logo on MC background
- 3 x 15 sec pre-session Ad
- ½ page Ad in Broadcaster Magazine
- Ad in AMS proceedings

SILVER



USD 2,000

- Logo on website
- Social media visibility
- Company profile on AMS registration
- Logo on opening & closing banner
- Logo on MC background
- Logo in Broadcaster Magazine
- Logo in AMS proceedings
- ¼page Ad in Broadcaster

SPONSORSHIP OPPORTUNITIES

SESSION

USD 1,000

- Logo in website
- Logo in the selected session
- 15 sec corporate video before session
- Logo in Event Proceedings

PRE-SUMMIT SPONSOR

USD 500

- Logo on website
- Logo on pre-summit banner
- Logo on social media post
- Logo on all slides
- Logo in pre-summit documents
- Logo in certificate
- Logo in AMS Proceedings
- Logo in Broadcaster partnership page

VIRTUAL EXCURSION

USD 500

- 1.30 minutes Tourism Video (event)
- Promotion on social media & AIBD Website (pre-event & post-event)
- Immersive video social media (pre-event & post-event)

SUPPORTING SPONSOR

USD 200

- Logo on AMS Banner on website
- Logo on opening & closing banner
- Logo on social media post
- Logo in AMS Proceedings
- Logo on Broadcaster partnership page

CONTENT SHOWCASE

USD 500

15 minutes slot

- Company Introduction/Pitching Presentations
- Showcase platform
- Website showcase
- Content Showcase E-brochure to be circulated to all members and partners

USD 300

10 Minutes slot

- Pitching Presentation
- Showreel(s)
- Showcase platform
- Website showcase

USD 200

5 Minutes slot

- Pitching Presentation
- Showreel(s)
- Showcase platform



FUTURE FORWARD: REIMAGINING MEDIA

BE A PART OF FIRST EVER VIRTUAL

17th Asia Media Summit 2022



Content Showcasing



Virtual Excursion



Knowledge Sharing &
Networking

FOR MORE INFORMATION ABOUT THE REGISTRATION & SPONSORSHIP
PLEASE VISIT OUR WEBSITE WWW.AIBD.ORG.MY/AMS
OR EMAIL AMS@AIBD.ORG.MY



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