



The 18th Asia Media Summit

21 - 25 May 2023
Bali, Indonesia
Hosted by TVRI

Media Enhancing Economic Sustainability



The global pandemic struck every society and every nation and threatened everyone's livelihoods, but human resilience allowed us to overcome the challenges of these unprecedented times. Many countries' economies are on the path to recovery following COVID-19, though risks from the

ongoing crisis remain. However, economic experts believe that returning to pre-pandemic growth rates will require ongoing reforms to further improve the economic environment. The media plays an important role in fostering economic sustainability by informing the public about economic issues and trends and by providing a forum for discussions and debates about how to build and sustain a strong and stable economy. Through the media, people can learn about the latest economic events and policies and gain insights into how these elements may affect their personal lives and the economy as a whole. In addition, the media can act as a watchdog, holding officials and businesses accountable for economic decisions and actions. Finally, the media can help to raise public awareness and participation in economic issues, which can aid in the development of a thriving and sustainable economy.

AIBD in collaboration with TVRI Indonesia is organising its 18th Asia Media Summit with the theme "Media Enhancing Economic Sustainability". This event explores the role of the media in contributing to a sustainable economy. Renowned international social intellectuals, regional policy makers and media pundits will discuss how society, industry, and government may collaborate with the media to promote and influence policy and behaviour toward sustainable development.

Pre-Summit Workshops Monday, 21-22 May 2023

1. Regional Pre-Summit Workshop on **Media Leadership Management**
2. 2-Days Regional Pre-Summit Workshop on **Social Media 4 Peace**
3. Regional Pre-Summit Workshop on **Engineering Fundamentals in the Automation Era**
4. 2-Days Regional Masterclass on **Future of Television**

Day One – Tuesday, 23th May 2023

0900 Inaugural Session and Keynote Address

1. **Opening Performance**
2. **Opening Remarks**-Philomena Gnanapragasam, AIBD Director
3. **Welcoming Address**
4. **Keynote Address**
5. **Cultural Performance**

0940 Session 1: Ministerial Session: Role of Media in Economic Recovery

In this post-pandemic period, all countries are concerned about long-term economic growth. Communication is one of the components that actively contribute to the achievement of sustainable development. The session aims to highlight the role of media in providing information on sustainable economic development in an effective and humane manner.

Discussions will look at the developing trends in the media sector, as well as how policymakers can work with traditional media for economic sustainability. This will enable regional media practitioners in reconfiguring their media plans and techniques that are likely to lead to their respective countries' success and prepare for the future.

1100 Coffee Break

1115 Session 2: Traditional Media in the age of OTT & UGC

With the constant technological evolution and wide acceptance of new media by media consumers, embracing the widening media ecosystem has become a reality for traditional media organisations to remain relevant and sustainable. Conventional broadcasters are now gradually adjusting to the changing media landscape and establishing a prominent presence on social media and other online platforms, as well as developing compelling and accessible digital material for a broad audience. However, in the information age, where every media consumer is also a prosumer, can traditional media strike a balance between retaining their existing audience and attracting new age audiences?

1230 Lunch Break

1400 Session 3: Media towards Green Technology

The concept of "Going Green" is becoming an increasingly prominent component of the business strategy implemented by a number of different sectors. In the broadcasting and streaming media sectors, business and technology were the primary driving forces for many years. However, the industry is gradually adopting this concept as the third pillar, and it will likely become more prominent in the near future.

The implementation of environmentally friendly technology can not only lessen the industry's negative impact on the environment but also assist businesses in cutting costs related to electricity and other expenses.

	It is essential to cut down on the carbon footprint of a streaming processing solution in order to achieve more sustainable practises, and this reduction should be at the centre of an organization's overall strategy. During this session, speakers will discuss the many eco-friendly practises that the broadcasting industry can implement to ensure that its operations are as efficient as they possibly can be.
1515	Coffee Break
1530	Content Showcase & Networking session
1630	Closing of Day 1
1800	Gala Dinner Hosted by TVRI Indonesia
	AIBD International Awards
Day Two– Wednesday, 24th May 2023	
0900	Session 4: Building a Strong Media Ecosystem The convergence of old and new forms of media has fundamentally altered the ways that traditionally accepted practices have been applied to the production and consumption of media. The mainstream media have gradually begun to adapt to the new formats and multiple distribution mediums, such as the applications for the second screen and social television. During this session, speakers will showcase success stories from different parts of the world about how these platforms support media practitioners.
1015	Session 5: Media Amplifying Global Economic Recovery Efforts The media plays an important role in promoting economic recovery by highlighting new approaches in finance and encouraging entrepreneurship. For example, the media can cover stories about successful start-ups and the innovative financial products they use to drive growth. This can inspire others to start their own businesses and contribute to the economy. In the tourism industry, the media can help drive recovery by highlighting the beauty and attractions of a specific destination. This can help attract visitors and boost the local economy. The media can help to drive tourism demand and economic growth by emphasising the unique experiences and cultural attractions that a destination has to offer. Furthermore, the media can serve as a platform for thought leaders and experts to share their insights and advice on how to navigate the current economic climate. By sharing this information, the media can help educate people and businesses and give them the power to make decisions that will help the economy recover.
1130	World Café Session on Media Leading Economic Recovery <i>(Group discussions and Presentations from the Floor)</i>
1245	Lunch Break
1400	Session 6: Talking about A.I The Fourth Industrial Revolution necessitates a consistent and persistent approach to adapting technologies that benefit both humans and industries. Artificial intelligence (AI) has the potential to significantly benefit the broadcasting industry. One potential benefit of AI is the ability to automate repetitive tasks, which can

	<p>improve work process efficiency. This can save time and resources for broadcasters, allowing them to focus on more creative and value-added tasks.</p> <p>Many media and technology professionals are capitalising on AI's potential to improve content accuracy and reliability.</p> <p>AI-powered algorithms can analyse massive amounts of data to identify trends and patterns, enabling broadcasters to create more relevant and engaging content for their audiences.</p> <p>Furthermore, AI can help broadcasters understand and target their audiences more effectively. By analysing viewer behaviour and preferences, AI can assist broadcasters in tailoring their content and advertising to specific segments of their audience, increasing engagement and revenue.</p> <p>This session will share how AI has a huge amount of potential to make the broadcasting industry more efficient, accurate, and able to reach specific audiences.</p>
1515	Break
1530	<p>Session 7: CEO Table Talk</p> <p>CEOs of traditional media companies are likely to have differing perspectives on the viability of their businesses in the age of new media. Some people may be optimistic about the future, seeing new media as a way to reach new audiences and diversify their revenue streams. Others may be more cautious, acknowledging the challenges posed by new media platforms and the need to adapt in order to compete.</p> <p>The rise of digital platforms and their impact on advertising revenue is a major source of concern for traditional media CEOs. Traditional media companies may face declining ad revenue as more consumers shift to online platforms, putting pressure on their bottom line. As a result, many traditional media companies are looking for new revenue streams, such as subscriptions, licencing agreements, and collaborations with digital platforms.</p> <p>Overall, the future of traditional media in the age of new media is a complex and changing issue, and CEOs are likely to have different perspectives on the challenges and opportunities that their companies face.</p>
1700	Closing Ceremony
1800	Partners' Meetings
Thursday, 25th May 2023	
0900	Excursion

Conference Additions

1. Onsite Exhibition in parallel with AMS 2023
2. Content Showcase cum Networking Session
3. Global cafe- Input by Attendees
4. AIBD International Awards
5. Ministers Networking meetings
6. SPT Meeting
7. Excursion