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20th ASIA MEDIA SUMMIT

SIEM REAP - CAMBODIA

July 21st - 24th, 2025

MEDIA : CELEBRATING TWO DECADES OF EXCELLENCE & BEYOND



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Introduction :

The Asia Media Summit (AMS) is an annual international media conference organised by AIBD as its flagship event. Every year in consultation with the members, partners and various global media gurus, a theme guides the direction and delivery of the summit. Being a unique broadcasting event in Asia-Pacific, it attracts around 500 top-ranking broadcasters, decision makers, media professionals, regulators, scholars, and stakeholders from within and outside the region. Apart from plenary sessions and pre-summit workshops, Asia Media Summit also provides a platform for intergovernmental dialogues to uplift the benchmarks of the regional media industry.

Theme :

MEDIA : CELEBRATING TWO DECADES OF EXCELLENCE & BEYOND

The **Asia Media Summit** (AMS) 2025 will be held in Historical City of Siem Reap, Cambodia, marking its 20-year legacy under the theme "Celebrating Two Decades of Excellence." AMS has consistently served as the premier gathering for broadcasting and media leaders, bringing together experts, regulators, and innovators from the Asia-Pacific and beyond to tackle the industry's most pressing challenges and opportunities.

Through its Pre-Summit Workshops and Plenary Sessions, AMS 2025 will explore the critical areas—from media's role in democracy to advancing technology and content creation. Set against Cambodia's rich cultural backdrop, the summit will foster discussions on media's societal responsibilities, its role in ensuring social sustainability, and navigating digital transformations, especially for newer generations.

AMS 2025 underscores AIBD's dedication towards an informed, resilient, and innovative regional media landscape.

Pre-Summit Workshops



AIBD Regional Pre-Summit Workshop on **Future Media Leaders Workshop**

1

AIBD Future Media Leaders Workshop aims to improve the capacity of the media professionals for leadership in an ever-changing media ecosystem. This event will provide participants with the strategic insights, innovative management strategies, and effective decision-making abilities they need to lead dynamic teams, drive impactful change, and confidently traverse the challenges of modern media leadership.



AIBD Regional Pre-Summit Workshop on **AI in Media: Opportunities and Challenges**

2

The adoption and implementation of AI technologies significantly vary across broadcasters in the Asia-Pacific region. This workshop aims to bridge the gap by providing media professionals with a foundational understanding of AI in media, exploring its applications, discussing its impact, and addressing the challenges of implementation. The workshop will empower media professionals to harness AI responsibly and effectively.



AIBD Regional Pre-Summit Workshop on **Unlocking the Vivid Future of Broadcasting**

3

Technological advancements and evolving consumer expectations have driven the broadcast industry for rapid transformation. High Dynamic Range (HDR), 4K/8K Ultra HD, AI-driven content creation, and IP-based workflows are reshaping how content is produced, distributed, and consumed. The workshop aims to bridge the gap of technical expertise to be able to leverage those advancements by knowledge sharing, practical insights, and collaborative discussions.



AIBD Regional Pre-Summit Masterclass on **Digital Newsroom**

4

The AIBD Digital Newsroom Masterclass will educate media practitioners about the future of journalism. This event will equip journalists with AI-powered tools and data storytelling strategies to improve news accuracy, speed, and engagement. It will also help mastering inventive digital strategies for effective and credible reporting to keep up with the ever-changing media world.



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Plenary Session

Session 1

Ministerial Session:

The Digital Age of Democracy: Reinforcing the Fourth Pillar

This Ministerial session will address media's enduring role as the fourth pillar of democracy. Focused on ensuring access to reliable information, Regional Leaders will engage in high-level discourse on issues like digital diplomacy's role in cultivating regional cooperation, the imperative of implementing comprehensive artificial intelligence governance frameworks, and the fundamental relationship between information integrity and societal trust. The session seeks to reaffirm media's commitment to democratic values amidst evolving challenges in the digital landscape.

Session 2

Media Ethics and Accountability

In an age where information spreads rapidly and the lines between fact and fiction often blur, the media's role in maintaining ethical standards and accountability has never been more crucial. This session will bring together industry leaders, ethicists, and regulatory bodies to explore the pressing challenges of misinformation, transparency, and the regulatory frameworks that govern media practices. Through insightful discussions and collaborative workshops, participants will develop actionable strategies to enhance media literacy, uphold journalistic integrity, and ensure accountability in reporting.

Session 3

Information as a Public Good:

Upholding Credibility and Empowering Citizens in the age of A.I

This session will consider the media's responsibility to provide information as a public good, focusing on the credibility and transparency vital to maintaining public trust. Participants will discuss the challenges of mainstream broadcasting organizations in the era of media democratization and the ethical dimensions of AI in news generation. This session aims to outline standards for credible journalism that meets the evolving expectations of a digitally informed society.

Session 4

Content Showcase:

Two Decades of Excellence

This exciting segment offers AIBD members and partners a unique platform to pitch, sell, and acquire content, fostering collaboration and revenue diversification in the post-pandemic era. Key decision-makers from media organizations, procurement specialists, and industry leaders will be invited to attend, creating valuable networking opportunities. AIBD members can showcase their latest TV/Radio content, documentaries, dramas, magazine shows, and music concerts in dynamic 5-7 minute live presentations with captivating promo trailers.



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Plenary Session

Session 5

Media and Climate Action: The Road to Sustainability

This session examines how media drives environmental awareness and accountability, specifically regarding climate change, crisis reporting, and sustainability. Experts will analyze media's role in promoting environmental consciousness, ensuring accountability, and combating "greenwashing," ultimately aiming to foster responsible climate reporting and advance global sustainability.

Session 6

Media's Role in Building Digital Literacy

Aiming to support Society 5.0, this session will examine media's role in advancing digital literacy. Topics will include digital content creation, enhancing governance through digital tools, and the role of media in advocating digital literacy to build an informed and efficient society. This session will highlight the impact of digital media on societal progress and governance.

Session 7

Bridging Legacy and Innovation: Technology's Role in Media's Evolution

This session will explore how legacy media can embrace cutting-edge technologies to remain competitive and relevant. Panelists will discuss AI, 5G, cloud technology, OTT platforms, and innovative archiving methods that preserve and enrich media's cultural and historical value. The discussion will highlight how technology, when strategically integrated, can preserve legacy media's integrity while fueling future growth and adaptability.

Session 8

Moderated CEO Debate:

In this high-level discussion, media leaders will strategize a digital roadmap for the next ten years, addressing technological, social, and economic transformations. With a focus on resilience and sustainability, this session will provide a strategic blueprint for industry leaders seeking to navigate rapid changes, positioning media as a forward-looking and impactful force in the digital era.

Highlight 19th Asia Media Summit 2024

