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## Theme: Maldives 2.0 – From Tradition to Tech

Public media institutions have long anchored democratic life through trusted information, universal access, and shared cultural experience values that remain essential amid rapid digital transformation. Today’s media landscape, shaped by platformization, streaming competition, and algorithmic curation, demands not just survival but strategic reinvention. The 21st Asia Media Summit 2026, themed “Maldives 2.0 – From Tradition to Tech,” addresses this challenge directly. Bringing together policymakers, industry leaders, and media professionals, the Summit will explore policy frameworks, platform strategies, artificial intelligence, and institutional collaboration needed to ensure technological advancement strengthens rather than displaces the core public purposes of access, trust, inclusion, and cultural continuity.

**12<sup>th</sup> MAY** 10:00 – 11:00 **Inaugural Ceremony**  
**Tuesday** 11:00 – 11:15 **Coffee Break**  
**Day One** 11:15 – 12:30 **Plenary Session 1:**

### **Ministerial Session - Enabling Public Media: Policy Perspectives**

Public-oriented media cannot transform without clear policy vision and coordinated national support. This ministerial session brings together government leaders to examine how policy frameworks, regulatory strategies, and public investment can enable sustainable media transformation in the digital era. By sharing experiences of both success and challenge, ministers will explore how countries have optimized limited resources, adapted global trends to local contexts, and unlocked the potential of media as a public good. The discussion highlights the crucial role of public leadership in shaping resilient, future-ready media ecosystems.

**12:30 – 13:30 Lunch Break**

**13:30 – 14:45 Plenary Session 2:**

### **Voices from the Waves: Small Islands, Big Stories**

Small island nations stand at the frontline of climate change, economic shifts, and rapid digital transformation. Despite structural constraints, their media sectors show remarkable resilience and innovation. Broadcasters and journalists operate across dispersed populations, limited resources, and growing global competition, yet continue delivering trusted, community-focused content through adaptive, multi-platform strategies.

These challenges mirror pressures faced by media institutions across the region, including resource limitations and audience fragmentation. This session explores how island media organisations sustain relevance, strengthen public trust, and navigate transformation - offering practical lessons in adaptability, collaboration, and resilience for media systems across Asia in a time of profound change.

**14:45 – 15:00 Coffee Break**

**15:00 – 15:45 Plenary Session 3:**

### **Content Showcase / Special Presentation**

**15:45 – 17:00 Plenary Session 4:**

### **Rebuilding the Digital Content Ecosystem**

Digital media has evolved into a fast-moving, platform-driven ecosystem where content flows across streaming services, social media, mobile apps, and emerging channels. This shift has transformed how information is created, distributed, and consumed, reshaping the relationship between media institutions and audiences.



With global platforms and algorithm-driven content dominating visibility, public-oriented media faces growing competition and pressure to adapt. This session explores how media institutions can strengthen their digital presence, integrate platform strategies and data-informed tools, and innovate responsibly while safeguarding editorial integrity and sustaining their public service mandate in an increasingly networked environment.

- 17:15 – 19:15 **Summit Activities**
- 19:30 **Gala Dinner and Cultural Show & AIBD International Media Awards**

**13<sup>th</sup> MAY**  
Wednesday  
**Day Two**

10:00 – 11:15 **Plenary Session 5:**

### **AI, Trust and Sustainability**

AI, Trust, and Sustainability represent three interconnected pillars shaping the future of media where technology advances must serve the public good, trust must be actively protected, and media systems must be strong enough to endure and evolve.

Artificial Intelligence (AI) is a powerful tool that can transform how media is created, distributed, and consumed but its use must be responsible, transparent, and aligned with public interest.

Trust is the confidence that audiences, stakeholders, and society place in media institutions to provide information that is accurate, fair, transparent, and accountable. As misinformation spreads rapidly across platforms, trust has become a strategic asset for media organisations and a cornerstone of democratic societies. Trust is the foundation of credible media without it, information loses its value, and public confidence is eroded.

Sustainability refers to the ability of media organisations and ecosystems to remain economically viable, socially responsible, and environmentally conscious over the long term. Sustainable media ensures that quality information and cultural expression can continue to serve future generations.

11:15 – 11:30 **Coffee Break**

11:30 – 12:30 **Plenary Session 6:**

### **Young Voices Shaping Media's Future**

A new generation of digital-native creators - from TikTok journalists to YouTube documentarians is reshaping how stories are produced and consumed outside traditional media structures. Their personality-driven, interactive style challenges conventional editorial norms while building strong audience trust and engagement. Rather than viewing this purely as competition, legacy and public-service media can find collaboration opportunities, with creators serving as curators and cultural intermediaries who extend the reach of public-interest content. The key challenge is harnessing their timeliness and audience proximity while maintaining standards of accuracy and responsibility bridging the strengths of emerging and established media in the digital age.

12:30 – 13:30 **Lunch**

13:30 – 13:45 **Summit Activities**



**13:45 – 15:00**

**Plenary Session 7:**

**Digital Transformation -The Broadcasting Story**

Broadcasting is undergoing a major technological transition - encompassing digital TV and radio migration, OTT platforms, hybrid broadcast-broadband models, and green infrastructure. This transformation goes beyond technical change to become a strategic and structural shift. For developing and geographically dispersed markets especially, decisions around platforms, investment, and standards will determine the accessibility and long-term resilience of national media systems. The session presents practical case studies and transition strategies while addressing sustainability goals. Central to the discussion is ensuring that technological adoption is guided by public value - expanding reach and inclusion across urban and remote communities while maintaining operational efficiency and broadcasting's broader public responsibility.

**15:00 – 15:15**

**Coffee Break**

**15:15 – 15:30**

**Summit Activities**

**15:30 – 17:00**

**Plenary Session 8: (CEO Session)**

**Strategies in an Era of OTT and Platform Dominance - Way forward**

**17:00 – 17:30**

**Closing Ceremony**

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**14<sup>th</sup> MAY**  
Thursday  
Day Three

**08:00 – 18:00**

**Full Day Excursion- Kudagiri Picnic Island- Coral Planting & Swimming**

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