

**Asia Media Summit 2007
29 - 31 May 2007,
Kuala Lumpur, Malaysia**

Agenda

DAY 1 – TUESDAY 29TH MAY

0850 - 0900

**WELCOME
REMARKS**

Dr Javad Mottaghi

*Director, Asia-Pacific Institute for Broadcasting
Development (AIBD)*

0900 – 10:00

SESSION 1

Era of Participatory Media: Rethinking Mass Media

The advent of blogs, videoblogs, wikis, and podcasting has enabled more citizens to contribute and produce content for old and new media. Citizens' journalism is taking a foothold in the media environment. All these have wide implications on the gate-keeping function and business model of traditional media. How will this impact broadcasting? How can media reach out to these citizens and exploit content they generate? Will the new media model contribute to public discourse, civility and even democracy?

Chairperson

Jennifer Lewis

*Editor, STOMP, Straits Times, Online, Mobile,
Print, Singapore Press, Holdings, Singapore*

Speakers

Dr Haroon Siddiqui

*Member, Order of Canada, Journalist/Columnist
and Editor Emeritus of The Toronto Star, Canada*

Erik Bettermann

Director-General, Deutsche Welle (DW), Germany

Toshiyuki Sato

*Director-General, Int'l Planning & Broadcasting
Dept., NHK, Japan*

Wadah Khanfar

Director General of the Al Jazeera Network

10:00- 1030

MODERATED DEBATE

Moderator

Veronica Pedrosa

*Presenter (News Anchor/Journalist), Al Jazeera
International, Malaysia*

Speakers

Zhao Huayong

President, China Central Television (CCTV), China

Baljit Singh Lalli

*Chief Executive Officer (AIR & DD), Prasar Bharati
(Broadcasting Corp. of India), India*

1030 - 1100

COFFEE BREAK

1100 - 1125 **SPECIAL ADDRESS**

Moderator **Manuel Gonçalves**
President & CEO Teledifusao De Macau, SARL, China

Special Address **Dr Hamadoun Toure**
Secretary-General, International Telecommunication Union (ITU), Switzerland

1125 - 1230 **SESSION 2**

The Future of Public Service Broadcasting

Public service broadcasting provides quality programming and a plurality of subjects and voices. Yet a lot remains to be desired in the development of PSB in many countries. Its independence, accountability and funding are some of the issues that prevent its full development and growth. Is public service broadcasting that serves public interest a utopia? How can public broadcasters improve public service programming that benefits citizens? Will a combination of public funding; advertising and an independent regulator ensure a brighter future for PSB?

Chairperson **Elizabeth Smith**
Secretary General, Commonwealth Broadcasting Association (CBA)

Speakers **Mohamed Nasheed**
Minister of Information and Arts, Maldives

Murray Green
Director, ABC International, Australia

Jan C. Hoek
Director General, Radio Netherlands Worldwide (RNW), Netherlands

Jim Thomson
Office Solicitor, Television New Zealand (TVNZ), New Zealand

Eric Soulier
Regional Audiovisual Attache S.E.A. French Embassy, Singapore

1230 - 1235 **INVITATION TO PBI KOREA**

1235 - 1400 **LUNCH (Hosted by Tourism Malaysia)**

1400 - 1500 **REFLECTIONS & OUTCOMES ON THE PRE-SUMMIT ACTIVITIES**

1. Reforming & Enhancing Regulatory Mechanisms by Javed Jabbar, *Global Vice President, IUCN the World Conservation Union & Founding President, Baanhn Beli, Karachi, Pakistan*

2. Global Media Strategies on HIV and AIDS by Adv. Dali Mpofu, *Group Chief Executive of the SABC and Chair of the Global Media AIDS Initiative (GMAI), and*

Ms Teresita Bagasao, Manager, Asia Pacific Leadership Forum on HIV/AIDS and Development, UNAIDS

3. Invitation to the Asia-Pacific and Europe Media Dialogue by Erik Bettermann, *Director-General, Deutsche Welle (DW), Germany*

4. Open Space: An Asia-Pacific Approach to Public Services Broadcasting by Rajendra Prasad Sharma, *Deputy Executive Director, Programmes, Radio Nepal*

5. Announcement of the World Television Award 2007 Winner by Moneeza Hashmi, *General Manager, HUM TV, Pakistan*

1500 - 1600 **INAUGURAL SESSION AND KEYNOTE ADDRESS**

Opening Remarks **Pattareeya Sumano**
President, AIBD General Conference

Dr Hamadoun Toure
Secretary-General, International Telecommunication Union (ITU), Switzerland

Dr Javad Mottaghi
Director, Asia-Pacific Institute for Broadcasting Development (AIBD)

Keynote Address **Dato' Seri Mohd Najib Tun Abdul Razak**
Deputy Prime Minister of Malaysia

Q & A Moderator **Dato' Seri Mohamed JAWHAR Hassan**
Chairman & CEO, Institute of Strategic and International Studies (ISIS), Malaysia

1600 - 1630 **COFFEE BREAK**

1630 - 1750 **SESSION 3**

Soap Operas & Reality TV Shows: New Forms & Formats

Soap operas and reality TV shows are tried and tested formulae that have captured more viewers and hefty bottom lines. They attract more audiences because they primarily examine the lives of ordinary people, and in the case of reality TV shows, often involving the active participation of the audience. Is reality TV a transient fad? With media convergence and lowered barriers to mass communication, what new forms and formats of programming and delivery will emerge? Will there be diversity in content and form? Are we seeing a variety of the same genres?

Chairperson **Chu Pui-hing J.P.**
Director of Broadcasting, Radio Television Hong Kong (RTHK), Hong Kong SAR, China

Speakers **Adv. Dali Mpofu**
Group CEO, South African Broadcasting

Corporation Limited (SABC), South Africa
Janet Boston
Director, The Thomson Foundation, United Kingdom

Yvonne MacPherson
Director, BBC World Service Trust, India

Yousaf Baig Mirza
Managing Director, Pakistan Television- PTV

1800 - 1900

SCREENING OF PROGRAMMES

1. Award winning programmes at Lotus Room
 - a. World Television Award 2007
 - b. MDG Media awards
 - c. HIV and AIDS
2. Media festival of Programmes on HIV and AIDS at Sakura Room

2000 - 2130

**DINNER & CULTURAL SHOW
(Hosted by the Minister of Information, Malaysia)**

DAY 2 – WEDNESDAY 30TH MAY

0900 - 1030

SESSION 4

Reporting the World through a Gender Lens

All the staples of media coverage, such as conflicts and disasters, politics and economics, crime and punishment involve and impact women, often in specific ways. So do most other important issues that the media need to cover: poverty, the environment, culture, and health, among others. Yet women's experiences and perspectives are largely missing from media coverage of such events and issues. How can the media ensure that news and current affairs programming reflects the interests and concerns, experiences and perspectives of half of our population? How can the use of a gender lens help media professionals to produce more effective and memorable stories that reflect and respect the diversity of the societies they report and analyse?

Chairperson

Francis Herman

Chief Executive Officer, Fiji Broadcasting Corporation Ltd. (FBCL), Fiji

Margaret Gallagher

International and Media Consultant, Media and Gender, United Kingdom

Colleen Lowe Morna

Executive Director, Gender Links, South Africa

Ammu Joseph

Freelance journalist and media-watcher, Founder of The Network of Women in Media, (NWTMI), India

Ross Howard

President of Media & Democracy Group, Canada

1030 - 1035 **Report On The 5th World Summit On Media And Children By Firdoze Bulbulia, Chairperson, Children & Broadcasting Foundation for Africa (CBFA), South Africa**

1035 - 1100 **COFFEE BREAK**

1100 - 1230 **SESSION 5**

Mobilizing the Airwaves against Poverty

The daily "tsunami" of poverty, hunger, disease and death calls for quicker interventions globally. Various sectors are planning and implementing anti-poverty programs, among them, the United Nations' Millennium Development Goals, a blueprint for galvanizing unprecedented efforts to meet the needs of the world's poorest. Media have the potential to contribute and do more. How can we generate in media real interest in development issues such as poverty. How can we secure more airtime in educating and bringing about better ways to fight poverty? How can media put the poorest of the poor at the center of attention?

Chairperson

Lulu Makhobo

The Group Executive for Public Service Broadcasting
South African Broadcasting Corporation Limited (SABC), South Africa

Speakers

Prof. Solita Collas Monsod

Professor, School of Economics, University of the Philippines & Former Minister of Economic Planning of the Philippines, Chair of the Philippines Human Development Network, Philippines

Dr. Shaban Moadab Shahidi

Former IRIB Vice President and Deputy Minister of Culture and Information, Iran

Walter Fust

Director-General, Swiss Agency for Development & Cooperation (SDC), Switzerland

Stephen King

Director, BBC World Service Trust, United Kingdom

Nalaka Jayampati Gunawardene

Director and CEO, TVE Asia Pacific, Sri Lanka

1230 - 1400 **LUNCH**

1400 - 1530

SESSION 6

Next Wave of Broadcasting

High Definition TV (HDTV) and digital radio are providing consumers excellent pictures and sound, interactivity and new experiences and devices. DRM, DAB and Internet radio allow people to listen anywhere in the world, even create and send their own content. Interactive TV and multi user gaming are changing the way television is delivered and consumed. How should the industry capitalize on this new wave of broadcasting? What are the implications particularly on cost structures, content and archiving, consumer needs and training?

Chairperson

Ms. Min Eun – Kyung,

Head & Executive Director, International Relations Team, Division of Global Affairs, KBS- Korea

Speakers

Lim Chin Siang

Director, IT and Technology, Media Development Authority (MDA), Singapore

Dr. Hans J. Kleinsteuber

Institut für Politische Wissenschaft, Institut für Journalistik, Universität Hamburg, Germany

K V L Narayan Rao

Executive Director, New Delhi Television Ltd (NDTV), India

Natalie Chan Chun-lok

Head, eTVonline, Radio Television Hong Kong (RTHK) Hong Kong SAR, China

Stephen Quinn

Associate Professor, Deakin University, Australia

1530 - 1600

COFFEE BREAK

1600 - 1610

Report on Empowering Broadcasters through media training by Gatot Budi Utomo, Head of TVRI Training Center, Indonesia

1610 - 1730

SESSION 7

Climate Change, How the Media is responding

The release of the 2007 report of the Inter-government Panel on Climate Change in Paris in February generated much coverage and analysis by the media around the world. The report, based on the work of scientists in over 100 countries, concluded for the first time that global warming is "unequivocal". Climate experts have called for a massive global effort to slow the pace of climatic disruption before intolerable consequences become inevitable and disasters from typhoons, flooding, mudslides, dust-storms and droughts become an everyday event. This session will examine the role of the media in combating climate change and responding to its consequences. Has the media forgotten the issue since the release of the Paris report, or are media organisations gearing up to play a role in a global education campaign? What will be the role of the media in the ever-increasing disaster situations that scientists are predicting, and what more should media organisations be doing to increase public awareness?

Chairperson

David Astley

Secretary General, Asia-Pacific Broadcasting Union (ABU)

Speakers**Tony Sebastian**

President, Malaysian Nature Society and Chair of the Malaysian Climate Change Working Group, Malaysia

Georges Leclere

Global Media Advisor, LGMA Inc., USA

Parni Hadi

President Director, Radio Republik Indonesia (RRI), Indonesia

David Lazrus

UNIS- Jakarta

1730 - 1830 **AIBD / FIAT Workshop on Archives at Risk at Bungaraya Room**

1730 - 1830 **SCREENING OF WINNING PROGRAMMES**

2. Award winning programmes at Lotus Room
 - a. World Television Award 2007
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 - c. HIV and AIDS

2. Media festival of Programmes on HIV and AIDS at Sakura Room

DAY 3 – THURSDAY 31ST MAY

0900 - 1030 **SESSION 8**

Integrity and Honesty in Public Life: Media's Role

Good governance remains an ideal in many countries across the globe because of corruption in the administration of government and the management of the financial resources of the state. They pay lip service to accountability, transparency, honesty and integrity in public life, thereby stifling a nation's development and growth.

Also, the provision of easy and equitable access to services is a necessary part of good governance. How can media help ensure proper implementation and enforcement of laws in order to minimize these 'victimless crimes?' How can they encourage public scrutiny of public officials' actions consistent with the principles of integrity? How can they promote equitable access to services?

Chairperson**Dato' Seri Mohamed JAWHAR Hassan**

Chairman & CEO, Institute of Strategic and International Studies (ISIS), Malaysia

Speakers**Rebecca Kim**

Journalist, the Civil Society Times (Korea) and research fellow at the Institute for Study of Democracy and Social Movement, Korea

Alison Weir

Executive Director, If Americans Knew, USA

Mesake Nawari

Chief Executive Officer, Fiji TV, Fiji

YM Tunku Abdul Aziz Tunku Ibrahim

Former President, Transparency International

Malaysia & Former President to UN Secretary-General On Establishment of Ethics Office, Malaysia

Ambassador Mohamed el Khamlichi
Assistant Secretary-General, For Media and Communication Sector, League of Arab States

1030 - 1100 **COFFEE BREAK**

1100 - 1230 **SESSION 9 (OPEN SESSION)**

Broadcasting Peace and Persuasion

Conflicts and wars provide compelling visuals in the media, creating an impression of a world filled with violence, hatred and aggression. Should media such as radio promote emotions, attitudes and behavior through persuasion for or against peace? Can and should media play a role in influencing warring groups to end hostilities and to talk peace? Should they be neutral observers and reporters in the quest for reconciliation and dialogue? Can peace media have objectivity and fairness in reporting?

Moderator

Dr. Chandra Muzaffar

President of JUST World, Malaysia

There is no specific speakers for this session. All delegates are invited to actively interact in this session.

1230 **CLOSING REMARKS**