

ASIA MEDIA SUMMIT 2008
27 - 28 May 2008, Kuala Lumpur, Malaysia

Day 1 - Tuesday, 27th May

- 0900 - 1000** **Inaugural Session and Keynote Address**
- Opening Remarks** **Ladavan Bua-Aim**
*Executive Director of the Foreign Office,
National Broadcasting Services Of Thailand
& Acting President AIBD General
Conference, Thailand*
- Keynote Address** **Y.A.B. Dato' Seri Abdullah Ahmad
Badawi**
Prime Minister of Malaysia
- Q & A Moderator** **Dato' Seri Mohamed Jawhar Hassan**
*Chairman and CEO, Institute of Strategic
and International Studies (ISIS), Malaysia*
- 1000 - 1030** **Tea Break**
- 1030 - 1130** **Session 1**
Emerging 'New Broadcasters,' Evolving Strategies
Mobile TV and Internet TV such as *Joost, Babelgum* and *Jalipo* TV are technological advancements that offer consumers more choice, higher mobility, more interactivity and better quality. TV networks now face a changing competitive landscape as a multiplicity of 'new broadcasters' clamors for viewer attention. Is mainstream TV becoming the background medium? Is the viewership going flat? To what extent must we proactively embrace new platforms and new technologies? How do we surf the tides of shifting consumption and viewer patterns? Are broadcast companies prepared to address cross-platform 'multi-tainment'? What should new content offer?
- Chairperson** **Habib Chawki Hamraoui**
*Director-General, Algerian TV & President,
Arab States Broadcasting Union (ASBU),
Algeria*
- Speakers**
- Projit Chakrabarty**
*Head of Market Research and Strategy for
the Group, New Delhi Television Limited
(NDTV), India*
- Ku Kay Mok**
*Business Development Director, Mediacorp
TV Pte Ltd, Singapore*
- Peggy Miles**
*President, Global Association of
Webcasting, USA*
- François Thiellet**

1130 - 1230

Session 2

Changing Newsrooms, Redefining Journalism

Some media companies are converging, triggering new configurations of the organizational dynamics and functions of the newsrooms. The changes bring positive outputs such as better flow of information, better use of resources, more communication and more sharing of content. New forms of journalism such as blogging and citizen journalism are emerging, blurring the line distinguishing professional journalists from the ordinary person who is now has the tools to disseminate information, ideas and opinions to a wide audience. What do these changes tell us about changing news consumption patterns? How will they impact the organizational/training needs of the newsroom and the gate-keeping functions of media? Should citizen journalists enjoy the same legal rights and privileges as 'professional journalists'?

Chairperson

Ken Clark

General Manager Commercial, Fiji TV & CEO, Media Niugini Limited, Papua New Guinea

Speakers

Wadah Khanfar

Director General, Al Jazeera Network Qatar

Riyaz Sayed-Khaiyum

CEO, Fiji Broadcasting Corporation Limited (FBCL), Fiji

Saed J. Abu-Hijleh

An-Najah National University, Nablus, Palestine

1230 - 1400

Lunch (Co-Hosted by Media Prima and AIBD)

1400 - 1415

Announcement of the World TV Awards by Moneeza Hashmi, General Manager International Relations, HUM TV, Eye Television Network Limited, Pakistan

Announcement of the MBA Programme by Anthony Robert Sanichara, Associate Professor, Corporate, HELP University College, Malaysia

Regional TV Co-Production on "I am" By Elizabeth Smith, Secretary-General, Commonwealth Broadcasting Association (CBA), UK

1415 - 1600

Session 3

Regulations and New Media Business Models

Technological advancement and adoption trends in computing, broadband and mobile telephony call for new regulatory approaches to support new media business models. There is a need for an effective legislative framework capable of sustaining a level playing field where creativity and innovation can breathe free and income generation is not inhibited. Should we apply some principles

from traditional media to the new media? Should we adopt some minimum rules to provide sufficient legal space for new media businesses to find their niche in the market and evolve to fit the needs of consumers? What are the policy implications for User Generated Content with regard to copyright infringement, information accuracy and content quality?

Chairperson

Arlindo Lopes

Secretary General, Southern African Broadcasting Association (SABA), South Africa

Speakers

Mogens Schmidt

Deputy Assistant Director General, Communication and Information Sector, UNESCO, France

Dr Venkat Iyer

Barrister and Senior Law Lecturer, University of Ulster, UK. and the Editor of The Commonwealth Lawyer, UK

Prof Dr Jacob van Kokswijk

Board member and Secretary of the International Telecom User Group (INTUG), Netherlands

Governor Joaquin F. Blaya

Chairman, Blaya Media Inc., and Governor Radio Free Asia, USA

1600 - 1630 Tea Break

1630 - 1730 Session 4

User-Generated Content: Impact on Business and Society

The increasing popularity of User-generated content (USG), such as Bulletin boards, chat forums, Internet relay chat, virtual environments, mailing lists, weblogs and newsgroups, is changing the online world and creating marketing opportunities. All over the world today, large numbers of people use, access or have at least heard of leading USG phenomena like YouTube, MySpace and Facebook. The forecast is that, on a global basis, user-generated content ad revenues will leap from \$1.6 billion in 2007 to \$8.2 billion in 2011. What best practices should govern this spontaneous new media? What impact does this new wave of consumer engagement have on society? Will increasing avenues for a less narrow world vision lead to a growing social and cultural fragmentation?

Chairperson

Min Eun-Kyung

Executive Director/Head, International Relations Team, Korean Broadcasting System (KBS), Korea

Speakers

Maria Ressa

Head, ABS-CBN News & Current Affairs Managing Director, ANC, Philippines

Jean Larin

Executive Director, Radio Canada International (RCI), Canada

Alexander Babinskiy

Deputy Editor-in-Chief, Russian News & Information Agency RIA Novosti, Russia

Danny Schechter

Editor and Blogger-in-chief of Mediachannel.org, USA

1730 - 1745 Announcement of the World Summit Karlstad Sweden 2010 by Dr Per Lundgren, Director

Don't Let People Die - Report by the Chairman, AMAI Board

1730 - 1800 Announcement of the World Bank Book Launch

2000 Dinner and Cultural Show (Hosted by the Minister of Information, Malaysia)

Day 2 - Wednesday, 28th May

0900 - 0910 Special Address Dr Nafis Sadik
Special Adviser to the UN Secretary-General and UN Special Envoy for HIV/AIDS in Asia and the Pacific, USA

0910 - 1030 Session 5
Media Agenda Setting: Perspectives and Challenges
We are, today, exposed to an ever growing number of media news channels with worldwide reach, each prioritising stories it believes are important and providing the varied perspectives so necessary to decision-making and governance. The ability of the media to influence the visibility of events in the public mind, often called the media agenda setting role in society, has raised concerns such as: Who is setting the media agenda ? To what extent is media playing an independent role in the formation of the political agenda? Where to seek for a leadership that will set our agendas towards the public interest?

Chairperson Maurice Newman AC FSIA
Chairman, Australian Broadcasting Corporation, Australia

Speakers Lu Weichang
Director of International News Department, China Central Television (CCTV), China

Toshiyuki Sato
Director-General, International Planning & Broadcasting, NHK, Japan

Emmanuel Wongibe

Director of Cooperation of the Cameroon Radio and TV organization (CRTV) and Member of the African Union Broadcasting (AUB), Cameroon

Jan C. Hoek

Director General, Radio Netherlands Worldwide (RNW), Netherlands

1030 - 1100 Tea Break

1100 - 1230 Session 6

Connect Asia, Africa and the World: Bridging the Digital Divide

In the World Summit on the Information Society (WSIS) held in Tunis on 16-18 November 2005, leaders from rich, developing and poor countries agreed to put into motion a Plan of Action to bridge the digital divide. Among others, the Plan covered activities such as internet governance, financing mechanisms, ICT capacity-building programmes, communications access and connectivity for ICT services and applications in remote rural areas, ICT applications and content aimed at the integration of ICTs into the implementation of poverty eradication strategies. Has the digital divide narrowed since then? What strategies remain effective in delivering results? Is the world better connected, more able to meet the Millennium Development Goals? What remains to be done?

Chairperson

Elizabeth Smith

Secretary General, Commonwealth Broadcasting Association (CBA), UK

Speakers

Kiran Karnik

Former President, National Association of Software and Service Companies (NASSCOM), India

Phil Molefe

General Manager, International Affairs, South African Broadcasting Corporation Limited (SABC), South Africa

Abdelrahim Suleiman

Head of Engineering, Arab States Broadcasting Union (ASBU), Tunisia

Janet Boston

Chief Executive Officer, Thomson Foundation, UK

Mano Wikramanayake

Group Director, The Maharaja Group, Sri Lanka

Aurora A. Rubio

Senior Adviser for Asia and the Pacific,

1230 - 1400 Lunch Break (Hosted by Tourism Malaysia)

1400 - 1530 Session 7

Media and Responsible Practices

Investments in social and environmental governance are being taken into account as never before in the changing competitive landscape as reflected in numerous industries including the media. People are demanding more transparency and more eco-friendly initiatives from both government and the private sector. They want better subscription to the 10 universal principles on human rights, labour rights, the environment and the fight against corruption. They seek responsible practices from industry and the government. How can media assist in pushing for corporate social responsibility initiatives? To what extent is media adopting and implementing responsible practices?

Chairperson

Salah Eddine Ma'ouli

*Director-General, Arab States
Broadcasting Union (ASBU), Tunisia*

Speakers

Walter Fust

*President, UNESCO International
Programme for the Development of
Communication (IPDC), Switzerland*

Minar Pimple

*Deputy Director for Asia Region, United
Nations Millennium Campaign, Thailand*

Kreszentia M. Duer

*Program Manager, New Bank Practices in
Civic Engagement, Empowerment, and
Respect for Diversity (CEERD), World Bank
Institute (WBICD), USA*

Abdulrahman Abdulaziz Alhazaa

*Assistant Deputy Minister for Broadcasting
Affairs, Ministry of Culture and Information
(MOCI), Saudi Arabia*

Steve Buckely

*President, World Association of Community
Radio Broadcasters (AMARC), UK*

1500 - 1600 Tea Break

1600 - 1730 Session 8

Media and Family

The family as an institution is increasingly under threat. Some blame excessive materialism, and the proliferation of illicit drugs and violence. Their corrosive influences undermine the family. Others cite "harmful" media messages, especially those directed to children and the young, who spend hours watching TV, music videos or movies, listening to the radio, or playing computer

games. Many media studies have shown that media violence, for instance, has an effect on subsequent aggression in children. In a media-driven society, how can media help preserve family values and promote family cohesiveness? Is media literacy enough? Do we need new rules? How can media consumers play a critical role in strengthening the family?

Chairperson

Pam Hu

Director, Community and International Relations, Media Development Authority, Singapore

Speakers

Zohra Chatterji

Joint Secretary (Broadcasting), Ministry of Information and Broadcasting, India

Otto Evjenth

CEO, Worldview Global Media SA, Norway

Professor Ronghuai Huang

Beijing Normal University, China

Olya Booyar

Deputy Director, Classification Board, Australia

1730 - 1740

Announcement of the GMCD Worldwide Initiative on Health and Education through TV Co-Productions by Werner Christie, MD, Science and Technology Counsellor, Royal Norwegian Embassy, China

Invitation to the Asia Media Summit 2009 by Manuel Goncalves, Vice-Chairman & CEO, Teledifusao de Macau, S.A.R. China