

The background of the entire poster is a nighttime cityscape of Kuala Lumpur, Malaysia. The Petronas Twin Towers are the most prominent feature, illuminated with blue and white lights. Other skyscrapers and the Kuala Lumpur Tower are also visible against a dark blue and purple sky. The overall aesthetic is modern and urban.

10TH ASIA MEDIA SUMMIT

& ASSOCIATED MEETINGS

MEDIA : THE NEW ODYSSEY

1st- 5th SEPTEMBER 2024

MALAYSIA



19TH ASIA MEDIA SUMMIT & ASSOCIATED MEETINGS

1st- 5th SEPTEMBER 2024

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.

As the host country for the AIBD, this is a fitting opportunity for Malaysia to participate in partnering with the AIBD through the Ministry of Communication. It will also greatly solidify Malaysia as a leader in media development in the region and beyond.

Theme :



The Shift in the Broadcasting Industry calls for a New Odyssey, navigating through profound transformations driven by technological advancements and societal shifts. As media practitioners, we confront a myriad of challenges and opportunities in this dynamic landscape.

Against this backdrop, the 19th Asia Media Summit 2024 embraces the theme of The New Odyssey, representing media's quest for innovation and resilience in the face of adversity. Media intelligentsia from around the globe will converge to address pressing issues such as bridging the digital divide, promoting inclusive broadcasting, and leveraging emerging technologies for positive change.



The Asia Media Summit: A Legacy of Fostering Regional Collaboration

The Asia-Pacific Institute for Broadcasting Development (AIBD) is proud to present the Asia Media Summit (AMS), a premier annual event established in 2004. The AMS serves as a key platform for broadcasters across the Asia-Pacific region and beyond, fostering collaboration and knowledge exchange.

Initially held in Kuala Lumpur, Malaysia, from 2004 to 2008, the AMS enjoyed a successful partnership with the Malaysian government and its relevant bodies. In response to member requests for wider regional participation, the Summit has since been hosted in various countries. Macau became the first host outside Malaysia in 2009, followed by China, Vietnam, Thailand, Indonesia, Saudi Arabia, and a return to Malaysia in 2015. The Summit continued its global reach with editions in Korea, China, India, and Cambodia.

Due to the COVID-19 pandemic, the 2020 and 2021 editions were unable to take place. However, AIBD adapted by collaborating with the Fijian government to host the first-ever Virtual Asia Media Summit in 2022, successfully bringing together representatives from Pacific nations like the Solomon Islands, Samoa, Micronesia, and Vanuatu.

In 2023, the 18th Asia Media Summit returned to a physical format, hosted by Indonesia's public broadcaster TVRI in Bali.

We are delighted to announce the return of the Asia Media Summit to Malaysia in 2024 for its 19th edition. We seek the esteemed Ministry of Communication's support and endorsement for this significant regional event.

The Summit anticipates hosting over 300 regional media practitioners from 44 countries across Asia, the Pacific, Africa, and Europe. Prestigious organisations like the European Broadcasting Union (EBU), International Telecommunication Union (ITU), UNESCO, BBC UK, Korean Communications Commission (KCC), and Press Council Indonesia, along with other regional public broadcasters, will be participating.

Adding to the Summit's prestige, we are honoured to confirm the attendance of prominent figures, including the Minister of Information from Papua New Guinea, H.E. Timothy Masiu, and the Minister of Cambodia, H.E. Neth Pheaktra. We are also expecting the Secretary-General of ASEAN, H.E. Dr. Kao Kim Hourn, and Information Ministers from other countries to grace the Summit with their presence. This esteemed gathering underscores the Summit's status as a premier platform for dialogue and collaboration on critical media issues.



A LEGACY OF FOSTERING REGIONAL COLLABORATION

Government of India
Ministry of Information and Broadcasting





Pre-Summit Workshops

1st- 2nd SEPTEMBER 2024 | MALAYSIA



AIBD/HBF Regional Pre-Summit Workshop on

Leveraging AI for Newsroom Automation

2-day workshop (1st- 2nd September 2024)

1

This workshop equips media professionals in Asia-Pacific with the skills to ethically use AI tools in journalism. It tackles bias, promotes transparency in algorithms, and offers practical guidelines for responsible AI integration. Addressing concerns about bias and lack of transparency, the workshop fosters ethical AI adoption. By deepening participants' understanding of AI ethics, they'll learn to identify biases, advocate for transparency, and apply ethical AI guidelines. This ensures responsible AI integration, safeguarding journalistic integrity and trust. Through interactive sessions, participants will gain practical insights and develop strategies for integrating AI ethically, ultimately fostering trust within the industry.



AIBD/IPPTAR Regional Pre-Summit Workshop on

AI in Television Broadcast and Production

2-day workshop (1st- 2nd September 2024)

2

In recent times, many broadcasters and production houses have sought to accelerate turn-around time and mass content delivery through the means of Artificial Intelligence. While these are the desired results, there are many other factors to take into account such as the cost to acquire, the human resource required or the disposal of and the authenticity. This workshop is aimed at being an avenue for exchange of information, knowledge, and expertise in order to demonstrate the potential to incorporate AI into television broadcast and production, the landscape as it is, and the potential it has. Participants in media practice can acquire new knowledge pertinent to their needs.



AIBD/ITU/DITRDCA/DFAT Masterclass on

Inclusive and Resilient Broadcasting Development

2-day workshop (1st- 2nd September 2024)

3

Broadcasting is critical for Early Warning Systems (EWS) as it delivers vital information on upcoming dangers. This event will discuss how broadcasting, both traditional and modern, strengthens EWS. By improving preparedness and response, EWS can significantly reduce disaster impact and save lives. Additionally, there will be sessions on AI's role and the importance of considering vulnerable groups when developing and deploying AI in broadcasting.



AIBD/ITU

Youth empowerment: Celebrating Girls in ICT Day Malaysia 2024

Half day workshop (2nd September 2024)

4

The information and communication technology (ICT) sector is rapidly growing and transforming the world around us. However, there remains a significant gender gap in this field, with women underrepresented in ICT careers. The Girls in ICT workshop aims to address this by inspiring and empowering young girls to explore the exciting possibilities of technology. The Girls in ICT workshop is a crucial step towards a more inclusive and diverse tech industry. By equipping girls with the knowledge and skills they need, we can foster the next generation of female tech leaders and innovators.



Pre-Summit Workshops

1st- 2nd SEPTEMBER 2024 | MALAYSIA



AIBD/BECIL Regional Pre-Summit Workshop on

Future-Proofing 4K Broadcasting with 5G Trends

1 day workshop (2nd September 2024)

5

This workshop dives into 5G's impact on broadcasting, covering content production, trends like 4K and 5G's influence, and challenges of replacing viewers' devices. It also explores the latest 5G NR standards. By sharing experiences from countries like Singapore and Malaysia, participants gain a deeper understanding of high-quality video delivery and broadcasting trends.



AIBD/ VIORY Regional Pre-Summit Workshop on

Debunking Disinformation and Promoting Media Literacy

1 day workshop (1st September 2024)

6

The explosion of online media has empowered individuals to create content and access information, but it's also made verifying its credibility difficult. Consumers face a vast amount of online information, and social media algorithms can limit exposure to diverse viewpoints. This workshop equips regional media practitioners with the skills to navigate this complex online landscape and foster a more responsible media environment. By honing critical thinking and fact-checking skills, the participants will learn to create responsible content and engage respectfully with opposing viewpoints, ultimately becoming champions of media literacy in their communities.



AIBD/EBU Regional Pre-Summit Workshop on

Enhancing Sustainability through Digital Storytelling

1 day workshop (2nd September 2024)

7

This workshop bridges the gap between captivating audiences and promoting sustainability through digital storytelling. It will cover research, credibility, and audience perception, equipping participants to craft stories and contents that resonate with viewers and address the challenges of climate change and other sustainability topics. The workshop includes fundamentals of digital storytelling, research, interviewing, ethical considerations, and feedback to elevate the digital storytelling and impact on sustainability.



AIBD/IPPF ESEAOR Regional Pre-Summit Workshop on

Content Production on Reproductive Justice and Human Rights in Asia Pacific

1 day workshop (2nd September 2024)

8

A workshop on Content production tackles the spread of disinformation on reproductive justice and human rights in the Asia-Pacific region. This workshop equips participants with the skills to create informative and engaging contents that challenge misinformation and promote accurate knowledge on these critical issues.



AIBD/KISDI/KCC Regional Pre-Summit Workshop on

Promoting Media Accessibility for Vulnerable Groups

1 day workshop (2nd September 2024)

9

In this interactive workshop, participants will gain the knowledge and tools to create inclusive media experiences for everyone. We'll explore the needs of vulnerable groups, including people with disabilities, those with limited literacy, and non-native speakers. Through hands-on activities and discussions, participants will learn about accessibility features like captions, audio descriptions, and alternative text. By the end, participants will be equipped to ensure their media content reaches and engages a wider audience.



Plenary Sessions

3rd SEPTEMBER 2024

MALAYSIA

Session 1

The Shifting Global Dynamics

This opening plenary session encompasses the theme of the summit, focusing on today's media landscape and its impactful reach. With shifting global dynamics, it is paramount that the media leverages on it to champion positive developments. Media is the conduit to creating an apt global community and holds the most powerful influence with information. It is crucial to foster a balance in various facets of society through ethical and responsible use of the abundance of power that comes with the possession and dissemination of information. This session looks to explore the various aspects that require the media to strike a balance to create a harmonious and progressive global community in present times and beyond.

Session 2 By FINAS

Opportunities and Challenges in the Creative Content Industry

Asia's booming creative scene is driven by internet access, mobile tech, and changing consumer habits. This is especially true in filmmaking, with local films reaching global audiences. This session explores the opportunities and challenges in this exciting new cinematic landscape, focusing on cultural narratives, the future of cinema, and market success in a globalized world.

Session 3

Strengthening Media Resilience

In this session, we will highlight the critical need for media organizations to fortify their resilience amidst evolving challenges. Topics will include ensuring the safety of journalists through disaster preparedness measures, navigating cybersecurity threats, and devising effective risk plans. Additionally, the session will explore how media practitioners can harness connectivity to bolster their resilience, enabling effective communication during crises and optimizing resources for timely responses.

Special Session

Content Showcase : Bridging Borders

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.



Plenary Sessions

4th SEPTEMBER 2024

MALAYSIA

Session 5

Inclusive Broadcasting: Empowering Diverse Voices

The explosion of digital media and content creation presents a pivotal moment for inclusivity in broadcasting. We must ensure diverse voices are heard and represented across all platforms. Traditional media has often marginalized groups, but now there's an unprecedented opportunity to dismantle stereotypes and empower underrepresented voices. This session dives deep into inclusive broadcasting, exploring how to achieve equitable representation through concrete strategies and actions. By fostering an inclusive media landscape, we unlock society's full potential. This session is a call to action.

Session 6

Capitalising on Emerging Broadcasting Technologies

This session explores the latest technological strategies for traditional broadcasters adapting to emerging platforms and pioneering business models. The session will explore various advertising strategies including subscription models, advertising innovations, hybrid models blending traditional and digital offerings. The session will also cover leveraging user data, personalization, repurposing archival content, and exploring blockchain monetization.

Session 7

AI : Technology, Trust & Transformation

This plenary session will discuss the complexities of synthetic media, examining the potential ramifications of deepfakes on media and public trust. Discussions will encompass responsible data practices, legal frameworks, and the pivotal role of media in rekindling public trust amidst the ever-evolving AI landscape.

Session 8

CEO Table Talk: Top 10 Things CEOs Must Know

CEOs and media industry leaders will discuss effective leadership strategies amidst ongoing media transformation. Amid rapid technological disruptions and cultural shifts caused by interconnected media, the session will explore the importance of building resilient broadcasting organisations and navigating legal complexities in media production and consumption. Participants will explore the significance of innovation and adaptability in maintaining competitiveness in the dynamic media landscape. Additionally, discussions will focus on the media's role in shaping narratives, promoting diversity, and fostering openness in an interconnected society.

Time	Programme	Location
1 st September 2024 09.00 - 16.30	AIBD/HBF Regional Pre-Summit Workshop on Leveraging AI for Newsroom Automation (Day 1)	AIBD Bangunan Teknologi
1 st September 2024 09.00 - 16.30	AIBD/IPPTAR Regional Pre-Summit Workshop on AI in Television Broadcast and Production (Day 1)	IPPTAR Dewan Cendekiawan
1 st September 2024 09.00 - 16.30	AIBD/ITU/DITRDCA/DFAT Masterclass on Inclusive and Resilient Broadcasting Development (Day 1)	BAC
1 st September 2024 09.00 - 16.30	AIBD/ VIORY Regional Pre-Summit Workshop on Debunking Disinformation and Promoting Media Literacy (Part 1)	IPPTAR Bangunan Teknologi

Time	Programme	Location
2 nd September 2024 09.00 - 16.30	AIBD/HBF Regional Pre-Summit Workshop on Leveraging AI for Newsroom Automation (Day 2)	AIBD Bangunan Teknologi
2 nd September 2024 09.00 - 16.30	AIBD/IPPTAR Regional Pre-Summit Workshop on AI in Television Broadcast and Production (Day 2)	IPPTAR Dewan Cendekiawan
2 nd September 2024 09.00 - 12.00	AIBD/ITU/DITRDCA/DFAT Masterclass on Inclusive and Resilient Broadcasting Development (Day 2)	BAC
2 nd September 2024 14.00 - 17.00	AIBD/ITU Youth empowerment: Celebrating Girls in ICT Day Malaysia 2024	BAC
2 nd September 2024 09.00 - 16.30	AIBD/BECIL Regional Pre-Summit Workshop on Future-Proofing 4K Broadcasting with 5G Trends	IPPTAR Bangunan Teknologi
2 nd September 2024 09.00 - 16.30	AIBD/EBU Regional Pre-Summit Workshop on Enhancing Sustainability through Digital Storytelling	IPPTAR Bangunan Teknologi
2 nd September 2024 09.00 - 16.30	AIBD/IPPF ESEAOR Regional Pre-Summit Workshop on Content Production on Reproductive Justice and Human Rights in Asia Pacific	IPPTAR Bangunan Teknologi
2 nd September 2024 09.00 - 16.30	AIBD/KISDI/KCC Regional Pre-Summit Workshop on Promoting Media Accessibility for Vulnerable Groups (Part 2)	IPPTAR Bangunan Teknologi

Day 1

[Omnia Auditorium BAC Spaces](#)
 MALAYSIA

3rd SEPTEMBER 2024

Time	Programme
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07.30 - 09.00	Registration
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| 09.00 - 10.00 | <ul style="list-style-type: none"> • Opening Remarks - Secretariat Director & CEO AIBD • Welcoming Remarks - AIBD GC President • Special Remarks - Under-Secretary-General, UN-ESCAP • Keynote Address - Minister of Communications Malaysia |
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10.00 - 10.15	Coffee & Tea Break
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Session 1: High Level Session - Media: The Shifting Global Dynamics

10.15 - 11.30	<p>This opening plenary session encompasses the theme of the summit, focusing on today's Media Landscape and its impactful reach. With shifting global dynamics, it is paramount that the media leverages on it to champion positive developments. Media is the conduit to creating an apt global community and holds the most powerful influence with information. It is crucial to foster a balance in various facets of society through ethical and responsible use of the abundance of power that comes with the possession and dissemination of information. This session looks to explore the various aspects that require the media to strike a balance to create a harmonious and progressive global community in present times and beyond.</p>
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Session 2 by Finas: Opportunities and Challenges in the Creative Content Industry

11.30 - 13.00	<p>The Asian creative content industry is booming and transforming, fueled by a surge in internet penetration, mobile adoption, advances in technology, shifting consumer behaviors, and changing storytelling and filmmaking approaches. This growth is particularly evident in film production, where Asia's film industry has experienced phenomenal growth in recent years. Local films are breaking box office records, captivating international audiences, and earning critical acclaim. This session delves into the specific opportunities and challenges facing this exciting cinematic landscape, exploring the prospects of cultural narratives, the future of cinema, and market resonance in a globalized setting.</p>
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13.00 - 14.00	Lunch Break
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Day 1

[Omnia Auditorium BAC Spaces](#)
MALAYSIA

3rd SEPTEMBER 2024

Time

Programme

Session 3: Strengthening Media Resilience

14.00 - 15.30

In this session, we will highlight the critical need for media organizations to fortify their resilience amidst evolving challenges. Topics will include ensuring the safety of journalists through disaster preparedness measures, navigating cybersecurity threats, and devising effective risk plans. Additionally, the session will explore how media practitioners can harness connectivity to bolster their resilience, enabling effective communication during crises and optimizing resources for timely responses.

Special Session : CONTENT SHOWCASE - Bridging Borders

15.30 - 16.15

This exciting segment offers AIBD members 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.

16.15 - 16.30

Coffee & Tea Break

Free Time

18.00 - Onwards

**Gala Dinner (Sheraton Petaling Jaya)
AIBD International Media Awards**

Day 2

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MALAYSIA

4th SEPTEMBER 2024

Time	Programme
09.00 - 09.15	Registration
09.15 - 10.30	<p>Session 5: Inclusive Broadcasting - Empowering Diverse Voices</p> <p>In today's rapidly evolving media landscape, the concept of inclusivity is a fundamental necessity. With the rise of digital media and freedom in content creation, there's an unprecedented opportunity to ensure that diverse voices are heard and represented across all platforms. The session seeks to address this need for inclusivity within broadcasting. It recognizes that traditional media structures have often marginalized certain demographics, somewhat harbored stereotypes and have excluded underrepresented groups from participating in meaningful discourse. At its core, this session aims to explore inclusive and accessible broadcasting in various aspects, examining not only the importance of equitable representation but also the tangible strategies and actions necessary to achieve it. Creating an inclusive environment with diverse representation ensures society reaches full potential in all sectors. This session looks to advocate for that.</p>
10.30 - 10.45	Coffee & Tea Break
10.45 - 12.00	<p>Session 6: Capitalising on Emerging Broadcasting Technologies</p> <p>This session explores the latest technological strategies for traditional broadcasters adapting to emerging platforms and pioneering business models. The session will explore various advertising strategies including subscription models, advertising innovations, hybrid models blending traditional and digital offerings. The session will also cover leveraging user data, personalization, repurposing archival content, and exploring blockchain monetization.</p>
12.00 - 13.00	Lunch Break
13.00 - 14.15	<p>Session 7: AI - Technology, Trust, and Transformation</p> <p>This plenary session will discuss the complexities of synthetic media, examining the potential ramifications of deepfakes on media and public trust. Discussions will encompass responsible data practices, legal frameworks, and the pivotal role of media in rekindling public trust amidst the ever-evolving AI landscape.</p>



Day 2

[Omnia Auditorium BAC Spaces](#)
MALAYSIA

4th SEPTEMBER 2024

Time	Programme
14.15 - 14.30	Coffee & Tea Break
14.30 - 15.45	<p>Session 8: CEO Table Talk: Top 10 Things CEOs Must Know</p> <p>CEOs and media industry leaders will convene to discuss effective leadership strategies amidst ongoing media transformation. Amid rapid technological disruptions and cultural shifts caused by interconnected media, the session will explore the importance of building resilient broadcasting organisations and navigating legal complexities in media production and consumption. Participants will explore the significance of innovation and adaptability in maintaining competitiveness in the dynamic media landscape. Additionally, discussions will focus on the media's role in shaping narratives, promoting diversity, and fostering openness in an interconnected society.</p>
15.45 - 16.00	19th AMS Closing Ceremony

5th SEPTEMBER 2024

MALAYSIA

Time	Programme
08.00 - 17.00	19th AMS 2024 EXCURSION



Highlight 18th Asia Media Summit 2023

