

## Agenda

**14:00 to 14:45**

### **Session 1 – MEDIA TRENDS IN EMERGING MARKETS**

As the environment is becoming more challenging with ever intensifying competition, it is important to not just identify latest trends but to profit from them. We begin by presenting a broad overview of the media sector in the emerging markets, the growth stories and how to behave in the markets to your organization's advantage

**14:45 - 15:30**

### **Session 2 - DECISION MAKING UNDER UNCERTAINTY**

Technology selections, investment in content and inorganic/organic growth in international markets are some decisions which affect organization's long-term future. We look at how by leveraging on market research and understanding future trends, even in these times of uncertainty, one can take these decisions with greater confidence.

**15:30 – 16:00**

### **TEA BREAK AND NETWORKING**

**16:00 – 16:45**

### **Session 3 - BUILDING A BRAND IN THE DIGITAL AGE**

The growth of new media is difficult for us to ignore. The growth of individual content creator prompted the *Time* magazine to name "You" as Person of the Year in 2006. So how should large media organizations leverage online space and social networking media to create better brands? Further, companies need to evaluate the impact of participation / non-participation in new media platforms on their growth.

**16:45 – 17:15**

### **Session 4 - RE-ENGINEERING TOWARDS PROFITABILITY**

*...indeed, assumptions on technology, people and organization goals have changed.*

Today, optimizing efficiencies internally is as important as looking outward for growth. In this context, we look at the importance of streamlining workflows, identifying & eliminating wastes inherent in areas ranging from technology utilization to departmental resourcing to content generation.

**17:15 – 17:30**

### **Session 5 -INTERACTIVE DISCUSSION**

NDTV Worldwide has launched and managed 10 national channels in India and 4 channels internationally (South East Asia, India and the Middle East and North African region). We share our experience about these markets and how we helped the channels build a competitive advantage while keeping business fundamentals under check. The session would be in the form of a panel discussion, while using interactive case studies to engage the audience.



**国家广播电影电视总局**  
STATE ADMINISTRATION OF RADIO, FILM AND TELEVISION

Beijing, 25<sup>th</sup> May 2009

Dear Colleagues,

**Asia Media Summit 2010 (25 - 26 May), Beijing**

The State Administration of Radio, Film and Television (SARFT) of China will be hosting the 7th Asia Media Summit organized by AIBD from 25 - 26 May 2010 and its Associated Pre-Summit workshops on 24 May 2010 in Beijing, People's Republic of China.

On behalf of SARFT, AIBD and other partners, I am pleased to invite you and your colleagues to attend the 7th Asia Media Summit in Beijing.

The Asia Media Summit, now a global media-gathering happening in Asia, was launched by AIBD in collaboration with regional and international partners in 2004. The AMS has become a global media platform for top ranking broadcasters, decision makers, media professionals, regulators, scholars and stakeholders of news and programming from over 160 organisations in Asia, Pacific, Europe, Africa, North America and the Arab World.

SARFT is pleased to host the 7th Asia Media Summit at Beijing Hotel which has an ambiance inspired by an illustrious past and a dynamic modernity in the heart of Beijing. It was also the Olympic Family Hotel and the headquarters for the International Olympic Committee during the 2008 Summer Olympic Games.

During the Beijing Olympic Games the world witnessed how glorious the international community could celebrate cultural diversity. We are confident that such a meaningful Summit in China, the land of dignity, culture and civilization would pave the way for a constructive dialogue and cooperation among media leaders and stakeholders.

In addition to the AMS, there will be about 5 - 7 parallel pre-summit workshops / seminars on 24 May 2010. We are expecting about 700 delegates to attend the AMS 2010 in Beijing.

More information on the Asia Media Summit 2010 and the pre-summit activities will be circulated by AIBD in due course.

We look forward to welcoming you and your delegation to this global media gathering happening in Beijing.

Yours sincerely,

Wang Taihua  
Minister  
State Administration of Radio, Film and Television, China

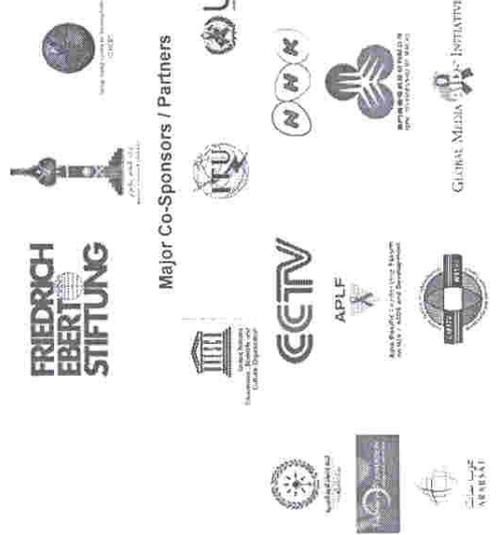
## AMS 2010 Pre & Post Events

1. World TV Awards Judging	22 May	1400 - 1700
2. AMAI Briefing Meeting (By invitation only)	23 May	0900 - 1700
3. International Media Seminar Climate Change and Ozone Hole	24 May	0900 - 1700
4. Health, HIV and AIDS: Stepping Up & Sustaining Media Response	24 May	0900 - 1700
5. International Media Dialogue on Cultures and Religions	24 May	0900 - 1700
6. Global Media Center for Development (GMC-D)	24 May	0900 - 1700
7. Media Quality Management	24 May	0900 - 1700
8. New Media Technologies - Focusing on platforms, audience and content	24 May	0900 - 1700
9. Asia-Pacific Approach to PSB - Legal & Regulatory Issues	24 May	0900 - 1700
10. Working Group on Gender Guidelines for Broadcasting Organisations	24 May	0900 - 1700
11. Media's Role in the Greater Tumen Initiative (GTI)	24 May	0900 - 1230
12. Accelerate Your Media Business	24 May	1400 - 1700
13. 5th Afro-Asia-Pacific Media Partnership Committee Meeting (By invitation only)	24 May	TBD
14. 5th ASBU-ABD Media Partnership Committee Meeting (By invitation only)	24 May	TBD
15. 2nd Meeting of Partnership Committee for Media Development (By invitation only)	27 May	0900 - 1230
16. Strategic Plan Team Meeting (By invitation only)	27 May	1400 - 1700

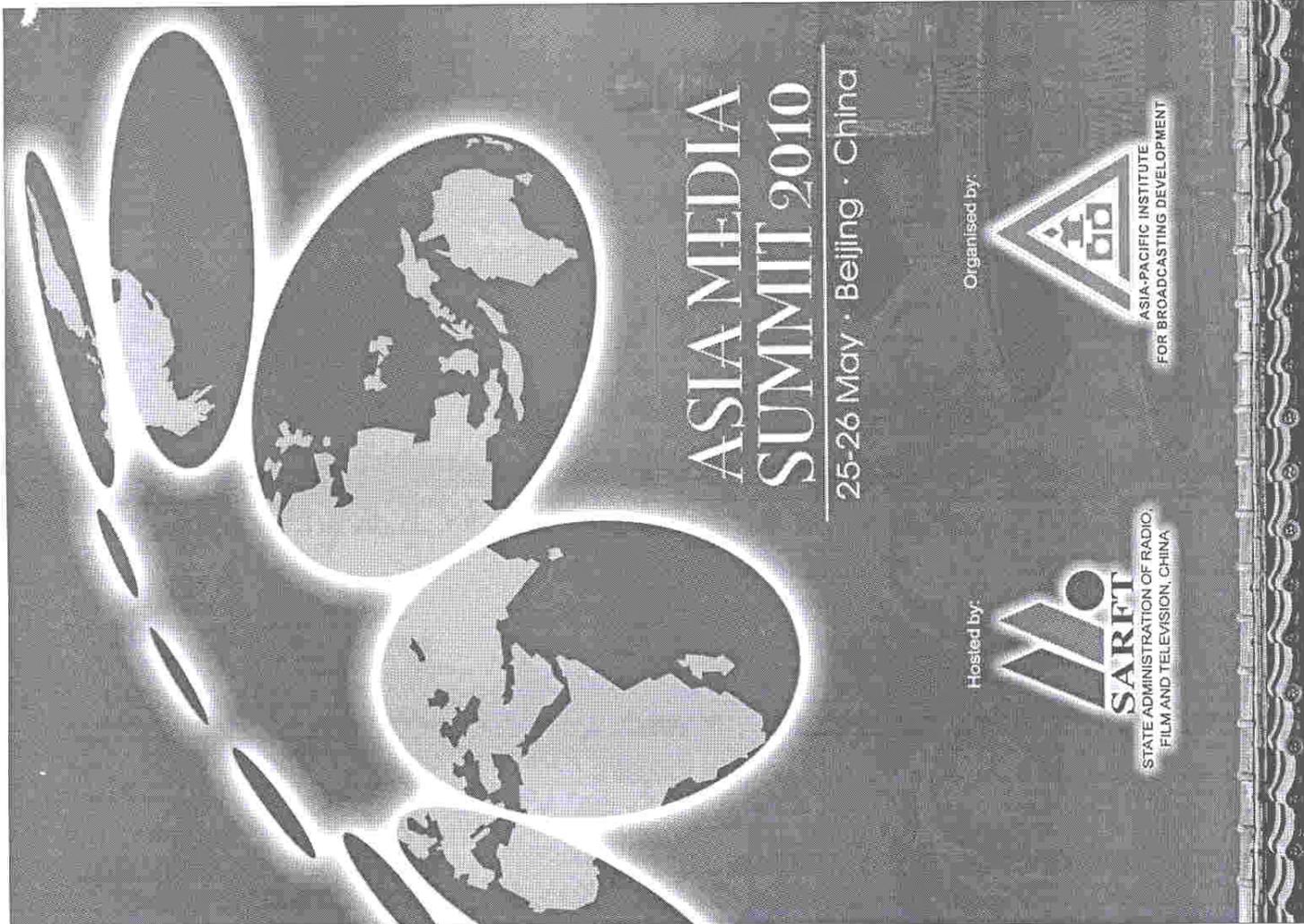
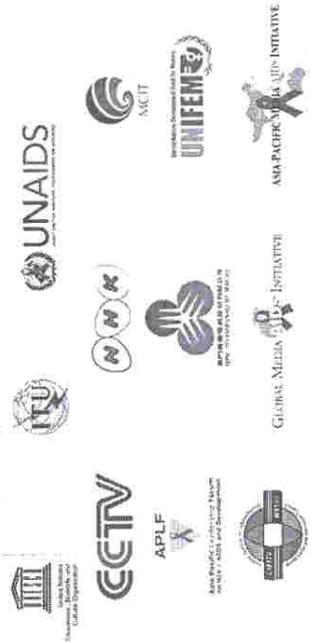
### Host and Principal Sponsor



### Major Partners



### Major Co-Sponsors / Partners



# ASIA MEDIA SUMMIT 2010

25-26 May · Beijing · China

Organised by:



Hosted by:



# ASIA MEDIA SUMMIT 2010

DAY 1 - Tuesday, 25 May

0900 - 0945

Inaugural Session and Keynote Address

0945 - 1015

Coffee Break

1015 - 1130

**Session 1**  
**Public Trust in Media: What is Missing? Is there a Crisis?**  
 Media stereotypes, cultural biases, lack of objectivity and inaccuracies are but a few criticisms heaped against media. The public has also complained against excessive commercialism or government control. Critics say that these weaknesses have been responsible for the declining trust in media. Is there a crisis of credibility and trust in media? How do we promote public trust in the media? What is missing in media? What are our standards and ethics? Who should be involved? And What and How?

1130 - 1245

**Session 2**  
**Media Ethics and Media Freedom**

A free media, independent of influences and pressures put by state, religion and commercial forces, depend on a continuum of factors. The universal principles of freedom of expression and freedom of information, media laws operating within each country, the regulations put on each media in each country, co-regulation, by the media industry, self-regulation by each media house, journalistic ethics and codes adopted by media practitioners and moral integrity of individual media professional, what are the fine lines that separate legal, ethical and moral codes that ensure the achievement of the ideal of media freedom? What administrative, corporate and community structures need to be put in place?

(Co-organised by FES and AIBD)

1245 - 1400

Lunch

1400 - 1530

**Session 3**  
**Content Access for a Universal Audience**

While media has provided more visibility to Asia and Africa, it has also posed challenges to the type of content being disseminated. Asian entertainment programmes are more globalized, creating a new market for growth and a better appreciation of Asian culture, values and beliefs. However, there is a dearth of intelligent reporting on events and issues related to the developing and underdeveloped countries, and if there are, they are trivialized and unable to present context and explanations, and even driven by narrow commercial interests. How do we ensure better and innovative content? What strategies will be relevant to reach out to the global audience?

1530 - 1600

Coffee Break

1600 - 1730

**Session 4**  
**Culture and Creativity in Broadcasting**

Asia-Pacific's rich culture be it literature, arts, music, festivals, cuisines, languages and religions has been the subject of content for a cultural industry like broadcasting. Such cultural heritage creates attractive media formats that has raised people's level of awareness and understanding of Asia. But Asian values and beliefs have also served as barriers to creativity and innovation in media. What is the right formula to mix culture and creativity? Do we have creative people, appropriate technology and management support to produce innovative and exciting programmes to enhance understanding of Asian culture?

2000 - 2200

Welcome Dinner

NOTE: No registration fee for public service broadcasters around the globe, AIBD members, AIBD affiliates, AIBD partners, ASBU, CBA and summit sponsors.

Registration fee for private networks, institutes and individuals is US\$ 250. This does not include accommodation.

# ASIA MEDIA SUMMIT 2010

DAY 2 - Wednesday, 26 May

0900 - 0915

Announcement of the World Television Award

0915 - 1030

**Session 5**  
**Promoting 'On-Air Diversity': A Case for Community Broadcasting**  
 Community broadcasting is growing in Asia-Pacific. Information technologies are being integrated into community radio to reach out to audiences and become relevant. But barriers remain - technology, content development, community involvement, regulatory framework and sustainable management. How do we resolve them? What strategies do we adopt to ensure success in promoting on-air diversity?

1030 - 1100

Coffee Break

1100 - 1230

**Session 6**  
**Workers and Migrants in Search of Fortune: Can Media Help?**

"Foreign" workers are all over the place in search of fortunes or to escape misfortunes. Attitudes towards them have been mixed. Some see it as a phenomenon that has led to urbanization, economic prosperity and to increasing cultural diversity. Others carry a negative mindset, perceiving them more as threats, thus making the social and economic existence of these workers more precarious. What can media do to enhance the social attitudes towards them? What are their roles and responsibilities?

1230 - 1400

Lunch

1400 - 1515

**Session 7**  
**Copyright for Broadcasters: Are Reforms Needed?**

As digital media spread and creators seek new rights, broadcasters face increasing challenges to generate a balanced approach to copyright issues, one that considers the needs not only of users and promoters of copyrighted works, but also of creators. What copyright reforms are needed? Are there effective agencies in place to provide certainty, clarity and predictability in copyright rate setting to benefit the copyright owner and user stakeholders, and hold accountable government, stakeholders and the public?

1515 - 1615

**Session 8**  
**Innovative Journalism - Is it Worth Adopting?**

Innovative journalism is a recent media development that is about covering stories about innovation in technology, science, the environment, politics and business in a comprehensive, multifaceted and creative way. It uses new multimedia technologies that integrate diverse aspects of creative storytelling. Its recognition is gaining ground, especially on the internet. Is this an effective form of journalism? Is it capable of enhancing how we communicate and live in this challenging times?

1615 - 1645

Coffee Break

1645 - 1745

**Session 9**  
**Mapping Media Assistance: How Far should they go?**

Media assistance has evolved from providing minor donations of equipment and training exchanges to long-term, multi-faceted programmes. Donor governments and other aid agencies consider such aid as a key element of international development. Some see it as crucial to building democratic and prosperous societies, others as integral to providing humanitarian assistance. What are the experiences in Asia, in terms of the scope of media assistance, beneficiaries, and level of engagement by various groups? Are they making an impact? What are the new challenges?

1745 - 1800

Invitation to the Asia Media Summit 2011

Closing Remarks

CREATIVITY, CREDIBILITY, RIGHTS AND RESPONSIBILITIES



**AIBD/NDTV  
Accelerate Your Media Business  
14:00- 17:30 , 24 May 2010  
Beijing, China**

**PROJECT OUTLINE**

**Introduction**

TV broadcasting has been evolving so fast in recent times that revolutionary concepts are needed to cope with the technological innovations and the economic yo-yos. Here is the master class that CEOs and decision makers have been waiting for.

**Aims**

To develop understanding of broadcasters on the importance of the brand and image of the media channels to succeed in business

**Objectives**

To develop awareness on the new trends in the media business  
To provide case studies and tips on dealing with uncertain techno-economic conditions  
To provide an understanding of positioning the channel(s) in the digital era  
To clarify the need for restructuring the media business to be successful and to meet the challenges of the future

**Profile of Participants**

CEOs and other senior decision makers in TV broadcasting organizations.

**Date & time:**

24<sup>th</sup> May from 14:00 to 17:30 hours

**Venue:**

Beijing Hotel, Beijing China

**Context**

A pre-Asia Media Summit 2010 event. Limited seats. You may please register now.