

ASIA MEDIA SUMMIT 2010

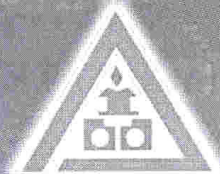
25-26 May · Beijing · China

Hosted by:



STATE ADMINISTRATION OF RADIO,
FILM AND TELEVISION, CHINA

Organised by:



ASIA-PACIFIC INSTITUTE
FOR BROADCASTING DEVELOPMENT

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 harped 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 dished out. 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 speakers.

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

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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

AMS 2010 Pre & Post Events

1	World TV Awards Judging	22 May 23 May	1400 - 1700 0900 - 1700
2	AMAI Board Meeting (By invitation only)	23 May	1800 - 2000
3	International Media Seminar on Climate Change and Ozone Hole	24 May	0900 - 1700
4	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 (GMCD)	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-AIBD 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

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