

Conference Organisers



Asia-Pacific
Broadcasting Union



RadioAsia 2011

RADIOASIA 2011 CONFERENCE

New Delhi, 21-23 February 2011

Radio on Air Everywhere – Adopting Multiplatform Strategies

RadioAsia 2011 provides a thought-exchange forum for radio media practitioners, communication specialists, policy makers, and academics from across the Asia-Pacific and beyond. Reputed speakers share their expertise on current radio and provide perspectives for radio's future. The event comprises a half-day of workshops followed by a two and a half day conference where leading radio personalities deliver papers and presentations.

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RADIO WORKSHOPS Day 1: 21 February 2011 (Monday) Workshops on specific subjects of topical interest	
Workshop 1 9-10:30 am	Radio Content and DJs Facilitator:
Workshop 2 9-10.30 am	TBC Facilitator:
Workshop 3 11am -12.30 pm	Radio Health Check Facilitator:
Workshop 4 11am -12:30 pm	TBC Facilitator:

RADIOASIA 2011 CONFERENCE **CONFERENCE PROGRAMME**

Radio on Air Everywhere – Adopting Multiplatform Strategies

RadioAsia2011 Conference addresses on-going developments in radio broadcasting content and services while highlighting the near future opportunities and challenges. The conference will focus on how these advances will become instrumental in shaping radio as a global medium of choice for mass audiences, as also for niche audiences.

The transformation that radio broadcasting has undergone has indeed paved the way forward, enabling audiences to access radio through multiple delivery platforms and interact with broadcasters.

This convergence of new media has resulted in latest technologies, such as I-phones, iPods, and mp3 players that have changed the dynamics of traditional radio and transformed its markets, programming and audiences.

These developments have forced the hand of broadcasters to re-invent the services and the programming that they provide. The resulting revamped radio has the potential to be accessible by audiences worldwide and is not restricted to geographical proximity.

With this changed scenario, it is essential to explore and discuss all related issues such as interaction between listeners and broadcasters, new genres of content and services required, changes in content programming that address global audiences, policy changes affecting the industry, changing trends in advertising, management concerns and the impact of these changes in the society.

RadioAsia 2011 will explore the Radio scene in Asia, where multi-platform radio, convergence, global programming, and diverse audiences bring up opportunities as well as for radio and its development. Building on the new multi-platform radio for global

audiences, the conference will explore related issues in programming, marketing, regulatory policies, and audience strategies, bringing together different ideas and experiences.

The sessions will address many themes including changing trends in radio programming to address the changing needs of listeners globally, the need for better quality services for reaching out to audiences across borders, audience research and how it leads to better radio, need for training content creators in creating digital radio content, challenges that radio has to overcome, enhancing listenership among younger audiences and their role in the future of radio, growth of digital and interactive radio in India, top radio programming and what networks do to get to the top, convergence of media, demands on radio to be technically progressive, iTunes, iPods, iPads - the challenges and opportunities of broadcasting socially relevant messages to reach the relevant audiences.