

Day 1: 21 February 2011 (Monday)	
2:00 pm	<p>Opening Ceremony</p> <p>Welcome Remarks Javad Mottaghi, Secretary General Asia Pacific Broadcasting Union and Sundeep Muppidi, Secretary General Asian Media Information and Communication Centre</p> <p>Keynote Address Challenges for Radio:</p> <p>Speaker:, (Prasar Bharati, India ?)</p> <p>Address by Principal Sponsor Radio Broadcasting?</p>
2.45-3.15 pm	Refreshment Break
Session 1 3:15-4.45 pm	<p>Paradigm Shift in Content Programming: Digital Radio, Internet, Blogs and Interactive Platforms for Global Radio</p> <p>Chair: With the media consumers accessing multiple platforms for content consumption, radio broadcasters have re-invented themselves to meet the needs of the audiences. 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 session explores related issues in programming, marketing, and audience strategies, bringing together diverse experiences.</p>
Session 2 4.45-5.30 pm	<p>How Technology has impacted Radio Content and Services</p> <p>Chair: Technology continues to positively impact radio content creation and delivery of programmes. This session will receive an update on what new tools and facilities has the technology come up with in the last one year.</p>
Day 2: 22 February 2011 (Tuesday)	
Session 3 9-10:00 am	<p>Public Service Broadcasting – is it still stuck in the ages or has PSB come of age. How do radio stations broadcast socially relevant messages today in such a way that it reaches the audience it is supposed to reach</p> <p>Chair: The only constant is change and without change the institution of public service broadcasting will wither away. In this context has public service broadcasting changed in the way it is beaming content to its audiences or has it still stuck to the old methods? This session will address these issues including the following:</p> <ul style="list-style-type: none"> - Role of partnerships in PSBs: How do partnerships help disseminate

	<p>PSB content – whether technology and resource sharing, outsourcing to bring down back-office costs or other ideas like copyright charges.</p> <ul style="list-style-type: none"> - The use of new technologies to push the message of PSB to areas not targeted by traditional radio - The use of popular disk jockeys in disseminating the PSB message – does it have any impact?
Session 4 10 am-11 am	<p>Panel Discussion: Radio's Positive Role in Conflict Reporting</p> <p>Moderator: With conflicts emerging all over the world, radio can play a very constructive role in helping towards resolution of the conflicts through positive reporting and through elimination of negative media messages. A panel of distinguished panellists will examine various aspects of the issue and come up with some guidelines.</p>
Session 5 11.30 am-12:30 pm	<p>Changing Man'age'ment: The increasing listenership among younger audiences and their role in future radio</p> <p>Chair: Tune in to any channel and one can clearly hear the new zest in the voice of radio. Working in radio stations and being an RJ is the fancy with today's youth. Radio today is more than just regular news and film based shows. It is about the zeal of connecting with the audience. With the growing popularity of this medium among the youth is the face of radio changing? This session will analyze this changing trend:</p> <ul style="list-style-type: none"> - Is being an RJ, the new glamorous profession? - Is the media on the go, with traffic updates and interactive shows; the new radio today? Does it make its listeners more active? - Is campus radio any different? What is its role? - Is newer technology in radio stations making way for younger generations faster? - Does it reflect in the arrival of a younger generation of 'management' in radio stations? - Are the new FMs' the future? - Is the 'mobile' audience mostly youth? Is radio programming being driven by them?
12:30-2 pm	Lunch
Session 6 2-3:30 pm	<p>Top Radio Programming and Station Management: With multiple radio channels, and repeated content, how does the industry face these challenges and meet the individual station's need to stay on top?</p> <p>Chair: The commercial success of a radio channel is the most important factor in its growth, since advertising often dictates the content. This session addresses the issues arising out of this completion in the marketplace. The global availability of multiple channels and multiple markets are big challenges for every radio station as they compete to retain their audiences. The limitations with content experimentation, global reach, multiple languages, complex technologies and free markets act as big challenges for radio station managers who need to retain and increase audience numbers. In the backdrop of such a scenario, this session will discuss the importance of strategies for the commercial success of radio. Some of the questions addressed include:</p>

	<ul style="list-style-type: none"> - The way forward for sponsored programming - The role of Ad/ content ratio - A discussion of radio ownership and the transmission distribution - The role and place for private radio channels vs. government radio channels - The rise of 'niche' private channels - Is there a need for 'channel branding'? - Is there a need to 'create stars out of RJs' for brand enhancement?
Session 7 4-5:30 pm	<p>Exploring Commercial FM Radio: Leveraging the Enhanced Audience Interest in Radio</p> <p>Chair: Business promotion is one of the most crucial tasks in commercial radio, something that brings in revenue. Even the Community Radio stations would need to bring in some sort of commercial revenues for sustaining their operations. This session will help understand how marketing and promotion is integrated to maximise value for audiences' investment in digital radio.</p> <ul style="list-style-type: none"> ▪ How is Commercial Radio competing in Media market ▪ Audience Research and Brand Promotion ▪ Popular Music, can it sustain Commercial Revenue ▪ Perspective of a New Broadcaster: Looking at Markets ▪ Commercial aspects of Internet Radio
Day 3: 23 February 2011 (Wednesday)	
Session 8 9-10.30 am	<p>Convergence of Media and Growing Demands of Radio - Is the Industry Heeding these Needs?</p> <p>Chair: Radio is no longer only a stand-alone medium. Technological Convergence has meant that multimedia is the norm more than the exception. Progressive innovations like iTunes, iPods, iPads, and other mp3 players have all bundled radio as a featured application. Is such a convergence with the other media formats a positive or negative attribute to radio today? This session will address the opportunities and challenges arising from this scenario:</p> <ul style="list-style-type: none"> - What does the transition from big radio boxed sets to small mp3 players mean for radio? - What have been and are radio's technological challenges from such technological convergence? How important are such advancement for radio's future success? - What are the potential challenges and opportunities of iprogramming for iRadio? - Are traditional radio channels dead? Is there still a space for them in these imarkets?
Session 9 11 am- 12:30 pm	<p>Getting to the 'Top of the Market'</p> <p>Chair: This session will receive reports from leading broadcasters on how they were able to rise to the top levels in their respective markets.</p>
12:30-2 pm	Lunch

Session 10 2-3:30 pm	Radio Broadcasters' Case studies Chair: Interesting case studies by several broadcasters on the following aspects of radio broadcasting. <ul style="list-style-type: none"> - Radio and Environment - Radio Contests - Success of Open Studio Concept - Success factors for Commercial Radio - Challenges facing Radio in the Pacific - Youth Radio - Internet radio, its immediacy and uptake - Progress of Digital Radio in Europe
Session 11 4-5:30 pm	Satellite Radio: Pros and cons for the Asian market Chair: Satellite radio has contributed largely to the rise of niche and customized programming in Asia. With over 200 channels to choose from, satellite radio allows its audiences to select the programming of their choice at the time of their choosing. It also has the advantage of being free from the control of individual governments. However this paid service has yet to realize its full potential. It has failed to make a prominent presence in the radio market and so this session analyses the potential and future for satellite radio channels in Asia. Some of the questions raised include: <ul style="list-style-type: none"> - What is the potential for satellite radio in the Asian scenario? How can this be realized? - What are the technological advantages and disadvantages of satellite radio? How can the advantages be harnessed and the disadvantages addressed? - What is the potential for audience-generated content on Satellite radio? - How does satellite radio compare to success of the regular FM channels? - Does satellite radio have any advantages in reaching a global audience?
Conference Concludes	