



ASIA MEDIA SUMMIT 2009

26 - 27 May 2009

Macau, China

Day 1 - Tuesday, 26th May

**0900 - 0945 Inaugural Session and Keynote Address
Opening Remarks**

Keynote Address

Q & A Moderator

0945 - 1015 Tea Break

**1015 - 1145 Session 1
New Media, Changing the World Order**

New media helps pave the way for the free flow of ideas in the new globalized era, generating political, economic and social liberalism across the globe. By getting countries and peoples more connected, new media produces a level playing field that can neutralize the uneven information flow between East and West, North and South. To what extent is new media having an impact on the world order? Is it threatening the existing mass media order? Is it becoming more effective as an antidote to human conflict, as a catalyst for human development and progress and as an instrument to better people's lives? Or are we seeing more of the same in different forms?

**1145 - 1245 Session 2
Global Financial Meltdown – Where Can Media help?**

Something good and something bad are emerging from the global financial meltdown affecting both developed, developing and poor countries. They are encouraging people to change habits, to recycle and reuse materials, and save more. Conversely, they are edging many people nearer, if not below the poverty level. The financial crisis is making it difficult for developing countries to balance the demands of economic growth and of the poor. Policies related to reducing poverty, ensuring food security and maintaining macroeconomic stability will need drastic review. How can media play a critical role to address the financial tsunami and their effects on the most vulnerable of populations?

1245 - 1400 Lunch

1400 - 1415 Announcement of the World Television Award and the Pre-Summit Reports

**Invitation to the Asia-Pacific and Europe Media Dialogue by
Jan C. Hoek, *Director General, Radio Netherlands Worldwide (RNW), Netherlands***

1415 - 1545

Session 3

Media, Democracy and Good Governance

Media plays a vital role in promoting good governance by clamouring for improving the rule of law, transparency and accountability and for reducing corruption. Thus it creates a favourable environment for development and overall well being of citizens. Media plays an even more critical role in emerging democracies coping with deeply rooted ethnic differentiation and struggling to emerge from a history of colonial, imperial and or racial domination. To what extent do media promote diversity, tolerance and respect? To grab headlines, do they take advantage or help resolve long-standing and deeply rooted mistrust, rivalries and hatred? How can media best ferret out information for the benefit of the public? How can media strengthen government responsiveness? How do journalists portray and discuss issues that are important in the lives of citizens in emerging democracies? Who are their sources and what interests do they represent? How are these interests balanced?

1545 - 1615

Tea Break

1615 - 1730

Session 4

Rethinking Media in Conflict Zones (Interactive Discussion)

Conflicts and wars are the everyday stuff of national, regional and world news. They are likely to intensify and give birth to permutations that make media coverage and analysis more difficult and complex. Journalists face professional and ethical issues as they seek out and interpret the political, economic and social environment in the throes of crisis. To what extent are they reporting the truth or half-truths? Are they concerned more with finding sob stories, grabbing headlines, than with atrocities and with correcting their mistakes? Are armed conflicts the new source of entertainment? Is it really as bad as the media make it out to be? How can journalists minimize safety risks in reporting conflicts and wars?

2000

Dinner and Cultural Show

Day 2 - Wednesday, 27th May

0900 - 1030 Session 5

Media Literacy and Education

The influence and impact of media on our lives are invariably met with concern. Some sectors criticize improper media performance and its disruptive potential. Others blame governments and media companies for lack of regulation, training and incentives. Yet, we overlook the individual's role in effectively and efficiently using and controlling media. How do we build a media literate person? How do we develop a critical and reflective consumer of communication? What can institutions like media organisations and schools do to promote media literacy and education in a consistent manner? Can media itself help develop the individual's power to discern and influence media output?

1030 - 1100 Tea Break

1100 - 1230 Session 6

Keeping Small Media Stations Afloat: Survival and Growth (Panel Discussion)

Change is happening fast in the media industry. This poses challenges for small media companies: they need to keep abreast with technology, manage competition and address rising costs to deliver performance. Sometimes the strategies adopted go haywire, forcing the players to opt out of the industry. Some manage to survive by merging with others to generate synergy and a niche. What tools and techniques can be harnessed to manage cost and performance? How can small media stations innovate to achieve breakthrough performance, manage risk and sustain growth in a competitive environment?

1230 - 1400 Lunch

1400 - 1530 Session 7

New Media and the Next Generation

The Internet as a source of information and entertainment occupies a central role in the daily lives of the younger generation. They use social networking sites, play computer games and contribute to blogs or online messages. While cost may be a downside to its wider use, the new media provides excitement, relaxation, and opportunity to overcome boredom and the threat of being left out. Should such exposure trigger moral panic? What are the experiences of new media users? What new skills are being developed and how should parents, teachers and new media practitioners deal with this 'addiction'? How do we develop the young to be screen-wise?

1530 - 1600 Tea Break

1600 - 1730 Session 8

Marketing / Advertising Strategies in a Competitive Media Landscape (Panel Discussion)

Media business saddles two horses - one that gallops towards public interest and the other that pulls towards private interests. Pleasing the audience, stakeholders and the stockholders entails finding niche audiences that are attractive to advertisers. What are strategies followed by advertisers in the media environment where

audiences are increasingly fragmented? What marketing strategies can media houses adopt to entice advertisers?

1730 – 1815 Session 9

Special Presentation on 2010 World Cup

The Football World Cup, the world's biggest sporting event after the Olympic Games, moves to South Africa, a country whose people are renowned for their hospitality and passion for the beautiful game. For four weeks in 2010, billions of people will watch the Games, a spectacle that brings together the world's best footballers, a wide array of different cultures, and a source of inspiration to many young people who consider these athletes as their role model.

A source of pride to South Africa and the African Continent, the World Cup provides media an opportunity to examine not only the region's capability and competence to mount a Herculean job of organizing and managing the event, but also its progress towards a better life for the African people. To what extent will it be the best Soccer World Cup ever?