

DAY 3 *Thursday, 4 July*

Time	Programme
09:00	Opening Remarks <ul style="list-style-type: none"> Director of ABU Programming, Yasu Nagahata Host of #ABUdigital2024, Syuhaida Ariffin
09:15	Keynote Presentation – Rishad Patel, Splice Media, Singapore Topic: “A strategy for media in the age of AI”
09:30	Beyond Ratings: How Strategic Storytelling and Data Analytics Influence Public Perception on TV Muzaffar Mustapa, Media Prima, Malaysia
09:45	An Interesting Case Study for Print Newspaper Innovation Thi Uyen Nguyen, Nhan Dan Newspaper, Vietnam
10:00	ABU Prizes Digital Content Award Winner 2023 – “Why We Love Dunhuang” Ning Yan, CMG-CGTN China
10:15	8K & 3DCG Broadcasting Ryutaro Okuno, NHK Japan
10:30	Short Break
11:00	AI: Is the Future Here? Soud Hyder, TRT Türkiye
11:15	Exploring AI in Media: Leveraging AI to Enhance Audience Experience Kanokporn Prasitphon, Thai PBS, Thailand
11:30	Low Effort, High Impact: Monetizing News Content Beyond Broadcast Biena Magbitang, ABS-CBN Philippines
11:45	From Content King to Revenue Royalty: Master Your Digital Workflow with IPSB Mardhiah Nasir, IPSB Technology, Malaysia
11:55	Disaster Info Common Platform for NextGen TV Yoshimitsu Tsurimaki, Oriental Consultants Global, Japan
12:05	Sustainability = Satisfying Content Ecosystem Needs Zebedee De Costa, iQIYI China
12:15	Promoting Documentary in the TikTok Era: Benefits and Challenges Daria Zhelnovod, RT Russia
12:25	Storytime in the Digital Playground Ivan Toh, RTM Malaysia
12:40	Closing
13:00	Lunch Break
14:30 - 16:00	WORKSHOP Getting Started with Unreal Engine Hussin Khan, EFXCO Academy, Malaysia