

**DAY 3** *Thursday, 4 July*

Time	Programme
09:00	<b>Opening Remarks</b> Director of ABU Programming, Yasu Nagahata Host of #ABUdigital2024
09:15	<b>Keynote Presentation – Rishad Patel, Splice Media, Singapore</b> “Digital Media Overview in the Asia-Pacific”
09:30	<b>International Audiences Digital Strategy</b> ABC Australia
09:45	<b>8K &amp; 3DCG Broadcasting</b> Ryutaro Okuno, NHK Japan
10:00	<b>Beyond Ratings: How Strategic Storytelling and Data Analytics Influence Public Perception on TV</b> Muzaffar Mustapa, Media Prima, Malaysia
10:15	<b>ABU Prizes Digital Content Award Winner 2023 –</b> “Why We Love Dunhuang” by CMG/CRI-China
10:30	<b>Short Break</b>
11:00	<b>Exploring AI in Media: Leveraging AI to Enhance Audience Experience</b> Kanokporn Prasitphon, Thai PBS, Thailand
11:15	<b>How to Survive and Excel in the New Content Ecosystem</b> RTM Malaysia
11:30	<b>AI Governance &amp; Public Service Media</b>
11:45	<b>TRT Türkiye</b> Soud Hyder
12:00	<b>Top Creator Engagement</b> TikTok Shop
12:15	<b>ABS-CBN Philippines</b> Biena Magbitang
12:30	<b>New Digital Frontiers</b>
12:45	<b>Closing</b>
13:00	<b>Lunch Break</b>
14:30 - 16:00	<b>WORKSHOP</b> Getting Started with Unreal Engine