

#ABUdigital2024



The last day of CON-FEST 2024 concluded with #ABUdigital2024, hosted by Syuhaida Ariffin. Muzaffar Mustapa, Head of Digital & Social Media at Media Prima Television Networks – Malaysia, opened the event discussing how strategic storytelling influences public perception on TV. Thi Uyen Nguyen, Digital Producer at Nhan Dan Newspaper – Vietnam, presented a case study on print newspaper innovation with QR and AR scanning. Ning Yan, Executive Producer at CMG-CGTN – China, shared about their award-winning digital content "Why We Love Dunhuang," which includes 50 episodes of stories, podcasts, and animation.

Ryutarō Okuno, Senior Producer at NHK – Japan, introduced "8K and 3DCG Broadcasting," featuring a 3D model exhibition of Japanese culture. Soud Hyder, Deputy Director of Strategy & Audience at TRT – Türkiye, discussed the future of AI, followed by Kanokporn Prasitphon, Digital Media Director at THAIPBS – Thailand, who explored AI in media. Biena Magbitang, Head of Digital at ABS-CBN – Philippines, talked about monetizing news content beyond broadcasting, and Madhiah Nasir, Executive Director at IPSB Technology – Malaysia, explained how content drives revenue and mastering digital workflow.

Yoshimitsu Tsurimaki, Producer at Oriental Consultants Global – Japan, showcased a common platform for disaster info on NextGen TV. Zebedee de Costa, Head of Original Content at iQIYI – China, discussed maintaining brand relevance in the content ecosystem. In the afternoon, Daria Zhelnovod, Head of Special Documentary Projects at RT – Russia, and Ivan Toh, Director of Interactive Digital Media at RTM – Malaysia, spoke about promoting documentaries in the TikTok era and using digital content as a storytelling platform.

The event concluded with a workshop by Hussin Khan, CEO of EFXCO Academy, on using Unreal Engine, engaging the audience throughout the session.