

#ABUdigital2021

26-27 May – Virtual Edition

DAY 1 (26 MAY) 15:00 – 18:30 MYT/SGT (GMT +8)

DAY 2 (27 MAY) 14:30 – 18:30 MYT/SGT (GMT +8)



EVENT GUIDE

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1. AGENDA-AT-A-GLANCE
2. KEYNOTES & TRACKS
3. FULL PROGRAMME
4. SPEAKER PROFILES
5. EVENT PARTNERS



1. AGENDA-AT- GLANCE

#ABUdigital

ALL TIMES ARE IN **MYT/SGT** (GMT +8)

AGENDA

DAY 1 (26 MAY)

14:45 VIRTUAL ARRIVAL

15:00 WELCOME TO THE #ABUdigital2021
Nini Marini, Host

15:05 OPENING WORDS
Javad Mottaghi, Secretary General, ABU

15:10 TRACK 1: DIGITAL EXPERIENCES AND PRODUCTS

KEYNOTE: Mark Adams, SVP & Head of Innovation, VICE

Hiroto Nakajima, Chief Scientist, NIKKEI Inc.
Ben Napier, APAC Sports, Media & Entertainment Partnerships, Google
Vikas Pandey, India Editor, BBC News website

16:30 SHORT BREAK

Melinda Ma, Program Manager, Microsoft
Gareth Hickey, Co-founder & CEO, Noa
Yasir Khan, Editor in Chief – Digital Platforms, Euronews

17:50 TRACK 2: DIGITAL AUDIENCES 1/2

KEYNOTE: Múirne Laffan, Chief Growth Officer, musiq.ai

Laura Gibson, Head of Social, Cheil UK

18:30 END OF DAY 1

DAY 2 (27 MAY)

14:15 VIRTUAL ARRIVAL

14:30 **SPECIAL GUEST SPEAKER**
Samaira Mehta, Youth Tech Entrepreneur / Founder & CEO, CoderBunnyz

15:00 TRACK 2: DIGITAL AUDIENCES 2/2

Haris Ališić, Head of Audience Development & Engagement, AJ+
Tuğba Çınarlı, Head of Content Development, TRT
Matt Navarra, Social Media Consultant & Industry Commentator

16:00 TRACK 3: DIGITAL STRATEGIES

KEYNOTE: Bethan Jinkinson, Executive Editor, BBC Ideas

16:20 SHORT BREAK

Takeaki Yoda, Senior Manager, Digital Center, NHK
Rishad Patel, Co-founder, Splice Media
Paul Quigley, Co-founder & CEO, NewsWhip
Riyaad Minty, Director of Digital, TRT

CLOSING KEYNOTE: Ma Jing, Vice President, CGTN

18:30 END OF EVENT



2. KEYNOTES / TRACKS

KEYNOTES

Get ready to be inspired! You are in for a real treat with these informative, inspiring and thought-provoking keynotes at our event.

TRACK 1



MARK ADAMS

on how we approach the innovation conversation and strategies to help audiences face and weather coming technological storms.

TRACK 2



MUIRNE LAFFAN

on connecting with audiences in a post Covid merged media ecosystem.

TRACK 3



BETHAN JINKINSON

on creative leadership in challenging times.

CLOSING



MA JING

on trends in China's digital development and CGTN's key digital strategies.

SPECIAL GUEST



SAMAIRA MEHTA

aka the girl who took Silicon Valley by storm on the power we all have within us to be a changemaker.

TRACK 1: DIGITAL EXPERIENCES & PRODUCTS

Digital Experiences and Products Track features compelling and ground-breaking digital experiences and innovative products that broadcasters and media companies are producing across devices and platforms to cater to content-hungry crowds.



HIROTO NAKAJIMA

on the applications of Machine Learning and AI in Nikkei.



BEN NAPIER

on the value Google brings broadcast partners across their value chain.



VIKAS PANDEY

on the digital storytelling elements of the ABU Prize winning 360 animation film *'Goodby Father'*.



MELINDA MA

on Microsoft Azure Neural Text to Speech and how it empowers media content industry.



GARETH HICKEY

on the potential of audio-journalism and how publishers should think about the imminent audio-journalism explosion.



YASIR KHAN

on digital transformation and why quality trumps quantity when it comes to content.

TRACK 2: DIGITAL AUDIENCES

Digital Audiences Track explores how to engage hard-to-reach digital-native audiences and how broadcasters and media companies can stay relevant in a digital world where audiences have greater choice and control than ever before.



LAURA GIBSON

on Generation Z audiences and how they differ from those that came before them.



HARIS ALISIC

on how to successfully engage with and build loyalty with younger audiences.



TUGBA CINARLI

on TRT's experience in reaching young audiences.



MATT NAVARRA

on Clubhouse and how media organisations are using it.

TRACK 3: DIGITAL STRATEGIES

Digital Strategies Track highlights key strategies employed by broadcasters and media companies to re-invent and re-define their content strategies that are adaptive to the constantly evolving digital eco-system.



TAKEAKI YODA

on NHK's overall digital strategy for COVID-19 pandemic.



RISHAD PATEL

on how to design a media product.



PAUL QUIGLEY

on strategies to combat fake news and misinformation.



RIYAAD MINTY

on how to create a digital native experience for audiences within a larger company.



3. FULL PROGRAMME

DAY 1 (26 May) 15:00 – 18:30 MYT/SGT (GMT +8)

15:00 **WELCOME TO THE #ABUdigital2021**
Nini Marini, *Event Host*

15:05 **OPENING WORDS**
Dr Javad Mottaghi, *Secretary General, ABU*

TRACK 1: DIGITAL EXPERIENCES & PRODUCTS

15:10 **KEYNOTE**

Enter the Cult of Extreme Innovation
Mark Adams, *Senior Vice President & Head of Innovation, VICE*

In this fun and provocative talk, Mark wages war on the fetish of “Innovation as Inspiration” and those who love to hear, talk and read about innovation but never actually act to change their behaviours. He argues that we need to drastically overhaul the way we approach the innovation conversation if we are to avoid tragedy in the decades ahead and teaches powerful new frameworks to help audiences face and weather those coming technological storms.



15:40 ***Applications of Machine Learning and AI in Nikkei***
Hiroto Nakajima, *Chief Scientist, NIKKEI Inc.*

The Nikkei web version has been published since 2010 and has more than 800,000 subscribers. Nikkei applies a variety of latest technologies to optimize the customer experience. In this talk, Hiroto will introduce some practices related to machine learning and AI.



16:00

Partnering across the Media & Entertainment value chain

Ben Napier, APAC Sports, Media & Entertainment Partnerships, Google

OTT is booming in APAC and this fundamental shift in consumption behaviour is forcing a change to traditional business models. Google is working closely with industry partners across their entire value chain to enable the digital transformation required to be successful in the era of OTT.



16:20

Power of digital stories: Unpacking of an ABU Prize winner

Vikas Pandey, India Editor, BBC News Website

In this presentation, Vikas will unpack the key digital storytelling elements of the ABU Prizes 2019 Digital Content Award Winner: 'Goodbye Father' by BBC India. A 360-degree short film about love, sorrow and farm crisis, Goodbye Father casts light on India's growing agrarian crisis and its impact on people's lives. The jury members have noted how it demonstrated the power of digital storytelling to deliver impactful messages in the modern world. You will learn more about its creative process and what makes this film a winner.



16:40

SHORT BREAK

16:50

How to create audio content with Microsoft Neural Text-to-Speech

Melinda Ma, Program Manager, Microsoft

Microsoft Neural Text-to-Speech, which offers listeners a fluid, natural-sounding voice, provides an efficient solution for audio content creation. It has over 70 languages and multiple voice styles, including several news styles to meet consumer requirements. In this presentation, learn how you can create your own custom branded voice with Microsoft custom neural voice self-serve service.



17:10

Listen to this article. It's the future.

Gareth Hickey, *Co-founder & CEO, Noa*

The New York Times, HBR, The Economist, and Apple News+ each see the potential for audio-journalism to grow and retain subscribers. But why now? And what makes for a successful audio-journalism strategy? Consumer subscription app Noa is one of the largest producers of spoken-word articles in the world. In this presentation, Noa co-founder, Gareth Hickey, will share how publishers should think about the imminent audio-journalism explosion.



17:30

Digital transformation of legacy newsrooms - do it or you're dead

Yasir Khan, *Editor in Chief – Digital Platforms, Euronews*

Believe it or not, there are still large legacy newsrooms that refuse to acknowledge the absolute necessity of making digital part of their DNA. COVID is making sure that they pay the price of that mistake. But it's still not too late to wake up and smell the internet.



TRACK 2: DIGITAL AUDIENCES 1/2

17:50

KEYNOTE

Connecting with audiences in a post Covid merged media ecosystem

Múirne Laffan, *Chief Growth Officer, musiq.ai & Founder, LaffanLABs*

Consumers have benefitted from huge changes in our media landscape with creators, platforms and channels emerging to feed a growing appetite for great stories and creative content. So, how do we now capture these audiences and ensure that our channels and content are relevant to a user group that has really evolved and who are choosing and accessing content quite differently?



18:10

Gen Z: The Connected generation. But are they the right audience for you?

Laura Gibson, *Head of Social, Cheil UK*

Gen Z, Gen Z, Gen Z. We hear the name everywhere- the generation raised on the internet, with many brands looking for ways to reach and engage them. But are they the right audience for you? In this session we look at Generation Z and explore the extraordinary ways they differ from those that came before them.



END OF DAY 1

DAY 2 (27 May) 14:30 – 18:30 MYT/SGT (GMT +8)

14:30

SPECIAL GUEST STAR KEYNOTE

A Young Tech Entrepreneur's Guide to Becoming a Changemaker

Samaira Mehta, *Youth Tech Entrepreneur, Founder & CEO, CoderBunnyz*

Named as TIME's 8 young leaders shaping the decade, featured on platforms like Vogue, in partnership with organizations like the United Nations, and having received a letter from former First Lady, Michelle Obama for her inventions, 13-year-old tech entrepreneur, Samaira Mehta, will be sharing her story as well as tips, tricks and guides for you to become a changemaker like herself.



TRACK 2: DIGITAL AUDIENCES 2/2

15:00

Grow younger

Haris Ališić, *Head of Audience Development and Engagement, AJ+*

In this talk, Haris will share how to successfully engage with and build loyalty with younger audiences.



15:20

Content Production for Digital Natives: How TRT connects with Gen Z?

Tuğba Çınarlı, *Head of Content Development, TRT*

They hate skinny jeans and side parks, you can be cancelled by them... As a generation born into a digital culture, young audiences are really hard to connect and engage with for traditional media organizations. Today's youth are digital natives. Engaging with them requires speaking their language: adapting to the latest trends and technologies in storytelling. This presentation will focus on TRT's experience in reaching young audiences.



15:40

Clubhouse - So, what's the big deal?

Matt Navarra, *Social Media Consultant*

Buzzy social audio app Clubhouse burst onto the social media scene in early 2020. Since then, interest in Clubhouse and social audio in general has skyrocketed with rival platforms rushing to launch their own versions. Fast forward to May 2021, Clubhouse is now valued at \$4 billion and has been downloaded over 14 million times. So, what's the big deal? In this presentation, Matt will tell you everything you need to know about Clubhouse and the future of social audio.



TRACK 3: DIGITAL STRATEGIES

16:00

KEYNOTE

Creative leadership in challenging times

Bethan Jinkinson, *Executive Editor, BBC Ideas*

Wherever you are in the world, living through the Covid-19 pandemic has been profoundly challenging. Of course, not everyone has been affected in the same way – and sadly in some countries, the disease is still raging. In this presentation, Bethan will describe how she had supported her team and suppliers as they adapted to remote working under lockdown. She will outline the strategies the BBC Ideas team has adopted to help them stay resilient and creative, despite being isolated and under stress. Bethan will also share the new ways of working they are planning to take forward, as they start to emerge from the pandemic.



16:20

SHORT BREAK

16:30

From flowable contents to stockable data --- NHK's digital strategy for COVID-19

Takeaki Yoda, *Senior Manager, Digital Center, NHK*

As WHO named "Infodemic" or false or misleading information make society divided, public broadcasters need to deliver accurate information to all audience so that they can take the correct action to prevent infection. NHK has made COVID-19 broadcasting contents stockable, searchable and diffusible online to bridge the information gap and developed COVID-19 website with an agile method approach since January 2020. NHK web site stock 38,867 COVID-19 related news articles and opened data download service regarding COVID-19 cases. The website, NHK online, receive 30 million unique browsers per week (2020 4Q). NHK also contribute home study due to temporary school closing and indexed education video contents by school grades and subjects on NHK for school website.



16:50

Worship your believer. They will tell you how

Rishad Patel, *Co-founder, Splice Media*

How do you build a media product — or business — for viability? In this presentation, Rishad will tell you that it will require you to go deeper in building a direct relationship — not just with your users or audiences, but with your true believers.



17:10

Help! I'm trapped in a narrative.

Paul Quiqley, *Co-founder & CEO, NewsWhip*

Paul's company, NewsWhip, supports organisations tackling misinformation all over the world. He believes the enemy of truth in the 2020s isn't bad facts, it's bad narratives.



17:30

Audience First

Riyaad Minty, *Directory of Digital, TRT*

The key to a successful digital project starts with knowing your audience. PSM serve audiences across multiple screens (TV, Radio, Digital) and often digital is seen as an extension of TV/Radio platforms. How do you create a digital native experience for your audiences within a larger company?



17:50

CLOSING KEYNOTE

Embracing the trend of media convergence in the 5G era

Ma Jing, Vice President, CGTN

In her closing keynote, Ma Jing will shed a spotlight on trends in China's digital development from the influence of new technologies such as 5G and AI and its impact on traditional news industry as well as how personalized "online celebrities" and "bullet comments" have become new modes of popular digital cultural communications. Ma will also share CGTN's key digital strategies from building the 5G+4K/8K+AI strategic layout based on new technologies, innovating digital products and creating content IP, and promoting interactive visual data journalism to optimize audience experience.



WRAP-UP & GOODBYE



4. SPEAKER PROFILES



Mark Adams

Senior Vice President & Head of Innovation, VICE

Mark's journey started in 2003 when he created the first digital transformation consultancy for celebrities and public figures and became the go-to "digital guy" for the Hollywood A-list helping to build fan communities for over 100 artists, actors and celebrities, from Lady Gaga to Barack Obama. In the second half of his career, he has applied all these learnings in the brand boardroom, sitting on the advisory board of high growth companies such as LuluLemon and Headspace. In his current day job, he is responsible for the future of VICE Media Group and has transformed it from a humble print magazine, to a multi-billion-dollar youth media empire, winning Cannes Lions, Emmys and even Oscar nominations along the way.



Múirne Laffan

Chief Growth Officer, musiq.ai & Founder, LaffanLABs

Múirne Laffan is the Chief Growth Officer at musiq.ai, an AI-Powered intelligence platform that analyses and predicts performance of songs and artists across charts in a single platform, using a unique global indexing and media matching engine. musiq.ai works with Radio stations and Music Labels throughout Europe and North America to help them connect with consumers with the best playlists and content decisions. Múirne is also a strategic advisor to Noa (News Over Audio), the global audio subscription service that partners with global premium journalism partners. She sits on the boards of the Digital Repository of Ireland and the Irish TV & Film Academy and is chair of the TV Committee.



Ma Jing

Vice President, CGTN

As the Vice President of CGTN, Ma Jing supervises the network's Digital media production, as well as the commentary, culture and audio programmings. Before this appointment, Ma Jing was the director general for CGTN America. After launching the operation in 2012, Ma Jing managed all of the network's news operations in North America. From January 2009 through October 2011, Ma Jing served as Managing Director of the CCTV English News Channel, which was launched into CGTN in 2016. She supervised the re-launch in April 2010 of CCTV International into a 24 / 7 global news channel.



Samaira Mehta

Youth Tech Entrepreneur/Founder & CEO, CoderBunnyz

Samaira Mehta is a 13-year-old Tech Entrepreneur who was recognized by TIME as "One of the 8 Young Leaders Shaping the Decade" and a "Real-life Powerpuff girl" by Hulu for her invention "CoderBunnyz" - a board game that simplifies complex coding concepts and teaches them in a fun farmyard adventure. Samaira is also the founder of "CoderMindz" - the world's first-ever Artificial Intelligence board game that simplifies the intricacies of how AI works, and "CoderMarz" which brings together her love for coding and AI with her interest in outer space and Mars.



Bethan Jinkinson

Executive Editor, BBC Ideas

Bethan Jinkinson is Executive Editor at BBC Ideas where she commissions and publishes short films for curious minds. Aimed at 18-45s, BBC Ideas features digital videos from a range of genres, including psychology, philosophy, anthropology, science and history. BBC Ideas won a Webby in 2020 for best science and education video channel. Bethan is also the Executive Editor for one of the BBC's digital radio stations, Radio 4 Extra.



Hiroto Nakajima

Chief Scientist, NIKKEI Lab

Dr Hiroto Nakajima is the Chief Scientist at NIKKEI Lab, and a visiting researcher at Tokyo University. He directed several projects including "NIKKEI AI News" and "NIKKEI AR", and won the Japan Pressnet prize in 2019 for the contribution to data journalism.



Ben Napier

APAC Sports, Media & Entertainment Partnerships, Google

Ben leads Sports, Media & Entertainment Partnerships for the APAC region at Google. He is responsible for managing complex cross-Google initiatives to bring relevant solutions to large organisations in the sports, media and entertainment industry to help these partners remain at the forefront of innovation and technology. Prior to his current role, Ben spent 5 years at Google in London working with sports and media organisations in the UK, following 8 years in the TV industry in Australia.



Vikas Pandey

India Editor, BBC News website

Vikas Pandey is India Editor, BBC News website. He was previously the editor for video content and innovation for BBC News in India. He likes to explore the intersection between technology and storytelling. His VR films have won several awards, including the ABU Digital Content Award, the Wan-IFRA and DigiPub awards. His films have been screened at several international festivals, including the CPH DOX in Copenhagen, Sheffield Docs Festival and Adelaide Fringe.



Gareth Hickey

Co-founder & CEO, Noa

Gareth and the founding team at Noa see a future where everyone is truly informed thanks to the advent of spoken-word audio journalism. Gareth previously worked as an equity analyst before co-founding Noa in 2017. Noa is now the largest producer of spoken-word audio articles in the world, working with The FT, HBR, The Washington Post, and many more top publishers.



Yasir Khan

Editor in Chief - Digital Platforms, Euronews

Yasir Khan is Editor in Chief of Digital Platforms at Euronews. He is an award-winning multimedia journalist and documentary filmmaker, with more than 20 years in international TV, radio, and digital media. Yasir's work has taken him around the globe with CBC, CNN, National Geographic, Al Jazeera English (AJE), and now, Euronews, where he oversees an international newsroom with output in 12 languages, as well as the digital verticals *Euronews Living* and *Euronews Travel*. Yasir built AJE's digital video operation from scratch, with acclaimed formats such as *AJ Shorts* - AJE's first digital documentary vertical - and launched the channel's first podcast, *The Debrief*.



Laura Gibson

Head of Social, Cheil UK

Laura Gibson is Head of Social for Cheil UK and also works as an independent social media consultant helping organisations work with clients to create successful and award-winning campaigns. Laura previously led the multi-award winning social team within ITV Creative, where she was responsible for all creative output from ITV's multiple social channels as well as devising, implementing and updating social strategies for the business. She led the social team on everything from *I'm A Celebrity* and *Downton Abbey* to *Love Island* and on multiple channel re-brands. Her work now with Cheil UK includes working with Samsung and NIVEA.



Tuğba Çınarlı

Head of Content Development, TRT

Tuğba Çınarlı is the Head of Content Development for TRT's digital brand for younger audiences and responsible for the younger audiences' development strategy. She focuses on YouTube-native productions as well as all other emerging digital video platforms. Tuğba lectures on digital productions at various universities in Turkey. She also served on numerous boards and juries for young media content creators. Her goal is to inspire young people to become content creators.



Matt Navarra

Social Media Consultant

Matt Navarra is one of the UK's most well-known and in-demand social media consultants. With over 15 years industry experience, Matt has worked with some of the world's biggest brands. His previous clients include BBC, ITV, ITN, United Nations, International Red Cross, FDA, Mozilla, Monzo, and Pinterest. Earlier in his career, Matt was Director of Social Media at global technology news and events company The Next Web and was a Digital Communications Advisor for the UK Government. Matt is frequently invited to appear on BBC News, Sky News, NBC Europe, CNN and other news channels as a leading social media industry expert commentator.



Takeaki Yoda

Senior Manager, Digital Center, NHK

Takeaki Yoda is a Senior Manager at NHK Digital Center. Prior to joining the Digital Center, he worked as a Senior Manager in the News Products Division of NHK News Department. He has also been an NHK Correspondent based in the General Bureau of America in New York in 2017 and New Delhi Bureau in India in 2010. He joined NHK in 1999. He holds a Master of Journalism from the Graduate School of Political Science from Waseda University in Tokyo, Japan



Rishad Patel

Co-founder, Splice Media

Rishad Patel is a product and design professional. He is the co-founder of Splice Media. For over 20 years, Rishad has designed and developed products for web, mobile, radio, advertising, newsrooms, newspapers, magazines, podcasting, branding, and books for companies in Singapore, India, New Zealand, Europe, and the US. He has been a design consultant for MIT, SMART and ETH and worked as an editorial consultant at The Straits Times in Singapore, the Wanganui Chronicle in New Zealand, and the Mid-Day group in Mumbai.



Paul Quigley

Co-founder & CEO, NewsWhip

Paul Quigley is CEO and cofounder of NewsWhip, a technology that monitors and predicts news engagement in real time. Backed by the Associated Press, NewsWhip is used by thousands of journalists and communicators in 50 countries to spot emerging stories, understand crises and issues, and create high impact media and content plans. Before founding NewsWhip, Paul was an attorney, and he holds law degrees from New York University and Trinity College Dublin. Paul is interested in the spread of news, narratives and ideas, and the impact on society of the rise of content personalization.



Riyaad Minty

Director of Digital, TRT

Riyaad Minty is the Director of Digital for TRT, the public broadcaster of Turkey. Previously with Al Jazeera, Riyaad was a founder of AJ+, one of the world's largest news outlets for the digital generation and contributed towards the network's global strategy as Head of Social Media. He is recognised as a leader in the space of digital media and regularly speaks at conferences and universities around the world. He joined TRT in Istanbul in 2016 to help build the digital arm of the network.



Melinda Ma

Program Manager, Microsoft

Melinda Ma is a Program Manager of Microsoft Speech, focusing on Neural Text to Speech and how it empowers media content industry.



Nini Marini

Multi-artist & Creative Entrepreneur/#ABUdigital Host

Nini Marini is a multi-artist and creative entrepreneur. She formerly served as a Content Innovation head for Mediaprima and has over 20 years of broadcast experience. Artistic focus aside, Nini is still passionate about media and continues to keep abreast in industry developments in media.



Haris Ališić

Head of Audience Development & Engagement, AJ+

Haris leads Audience Development and Engagement at multiple language-driven versions of AJ+. He joined the Al Jazeera Media Network back in 2011 as a Senior Analyst in its New Media department. Before joining Al Jazeera, Haris worked in Intelligence Analysis and Social Media analytics. In his 10 years at Al Jazeera, he worked on launching multiple TV channels and digital properties of Al Jazeera, including Al Jazeera Balkans, Turk, America, AJ+ and more.



5. EVENT PARTNERS

