

DAY 1 15:00 – 18:30 MYT/SGT (GMT +8)

Wednesday, 15 June

15:00 **WELCOME TO THE #ABUdigital2022**

Nini Marini, Host

15:02 **OPENING WORDS**

Yasu Nagahata, Director of Programming, ABU

15:05 TRACK 1: A NEW AGE OF STORYTELLERS



KEYNOTE: THE NEW DIMENSIONS OF STORYTELLING

Ezra Eeman, Change Director, Mediahuis

We shape technology and technology shapes us. The impact of mobile and digital devices on the behavior of our audiences can hardly be underestimated. Depending on the context, time and activity people have different expectations and restrictions to consume stories or interact with content. Ezra Eeman will point to the new dimensions of screens and touchpoints media makers have to master to stay relevant in this digital day and age. Keeping up with the audience has never been more challenging but also full of opportunities...



5G+AI+BIG DATA: THE DIGITAL DEVELOPMENT OF CGTN'S EXPERIENCE IN THE FIELD

Zhang Shilei, Deputy Director, CGTN Digital

In the past year, thanks to the development of information technology and data intelligence, China's digital industry has developed rapidly in terms of the number of users and industry size, as well as the quantity and quality of applications and services. Online technologies like the 5G, interactive technologies like VR, even the so-called impractical blockchain technology all have found their places in Metaverse and prosper ever after. Facing this great potential, how to be one step further? In this presentation, Zhang Shilei will share CGTN's technological applications in different scenes.



DIGITAL NOISE AND HOW TO RISE ABOVE IT

Akash Arora, Digital Editor/Journalist, SBS

More than 2.5 quintillion bytes of data is generated every day. That's 2.5 followed by a staggering 18 zeroes. How does one make a story standout in the age of information clutter? The trick is to look at the big story of the day everyone's covering but find a strand no one's explored yet and make it the top line.



TELL THE STORY IN A DIFFERENT WAY

Wang Shuo, Deputy Director of Public Affairs, Tencent

Tencent produced many popular contents in recent years and has drawn attention both from home and abroad. The way we tell stories and make contents has been deeply altered. TV series, shows and documentary films are major aspects that we pay more attention to. Three examples will be introduced to show how Tencent is telling the story in a different way.

16:30 **SHORT COFFEE BREAK**

16:45 TRACK 2: THE POWER OF PLATFORMS



KEYNOTE: CONNECTING SOULS: PLATFORMS FOR THE YOUNG (AND YOUNG-AT-HEART)

Zhou Peng, Head of International Operation & Content Distribution, YOUKU, Alibaba

Global audiences now demand more than just watching shows. Generation Z love to contribute contents and be part of the co-creation process. Streaming platforms like YOUKU are playing the role of connecting younger audiences, pulling various levers including content localization, live streaming, social network and "online x offline" events.



BBC TIKTOK AND SUPER ENGAGEMENTS

Dave Gibson, Senior Social Content Producer, BBC

How does the BBC develop TikTok content specific to the platform, and how does it encourage 'Super Engagements'? BBC Senior Social Content Producer, Dave Gibson offers insight into how one of the world's largest global broadcasters developed a TikTok strategy with young audiences at its heart.



STORYTELLING FOR TOMORROW'S AUDIENCE

Derek Tan, Co-founder & Chief Commercial Officer, Vidsee

Dive into cultivating a creator economy and uncover the trends and changes in content distribution & consumer behaviour with Derek Tan, Co-Founder of Vidsee. Vidsee is a storyteller platform for short premium content powered by AI for audiences, storytellers and brands and aims to build the next generation of successful creative businesses.



THE RISE OF ONLINE VIDEO IN ASIA PACIFIC

Jun Wen Woo, Senior Analyst, Omdia

Online video market is growing fast in Asia Pacific, driven by the increased demand of online viewing, assisted by the entrance of global players like Amazon Prime Video, Disney+ and Netflix. This is further accelerated by the pandemic since people are spending more time indoors. The success of Netflix, Disney and Amazon Prime Video in user acquisition has put pressure on local and regional players. The launch of direct-to-consumer (D2C) like Disney+, Lionsgate Play, HBO Max will continue to disrupt the fast growing and dynamic online video market. To adapt the shift of consumer behaviour, traditional broadcasters and pay TV companies are also diversifying their strategy towards online.



SANREMO, A SUCCESS STORY: SANREMO 2021 VS SANREMO 2022, AN EXPLOSION ON SOCIAL MEDIA

Sebastian Marcolin, RaiPlay & Digital Manager, RAI

In this presentation, Sebastian Marcolin will share some insights on the social experience of the last two editions of Sanremo Festival which generated extraordinary response on Rai's social platforms and how significantly increased the audience of Rai's in-house OTT service RaiPlay.

15:00 TRACK 3: THE CONNECTED AUDIENCES



KEYNOTE: THE PERSONALISED CENTURY

Timandra Harkness, Broadcaster, Presenter, Author & Data Expert

If the 20th century was the age of Mass Media, the 21st is the century of 9 billion different media channels - one for every person on the planet. Instead of a few editorial minds overseeing our media consumption, each of us expects our own unique stream of content, curated by ourselves, our human networks, and data-driven algorithms, delivered exactly when and where we want it. What does this mean for the world of broadcasting?



TRIED AND TESTED CRASH COURSE DIGITAL STRATEGIES

Esra Dogramaci, Managing Editor Digital, SBS

If a tree falls in the forest, and posts about it on Facebook, does it matter? It matters if you are a publisher and your utility rests on your content being consumed – read, watched, shared and so on. So how can we engineer for success without gaming algorithms or paying for performance? What levers can we pull and what should we ignore? In 15 minutes, you'll learn a simple formula and walk away with easy steps on how to apply to your newsroom setting: Understand your audience + know your digital identity = success.



PRODUCTIVITY EVOLUTION IN THE CONTEXT OF BIG DATA

Fang Fei, Vice President, Mango TV

Since its establishment, Mango TV has attached great importance to the big data technology, and set up an independent department for its R&D and application. Based on the past 10 years' technology accumulation, Mang TV has owned a strong big data infrastructure and a series of products and applications based on big data and artificial intelligence algorithms for the actual production environment. Fang will introduce in detail the process and outcomes of the continuous iteration and evolution of Mango TV's productivity with the support of big data.



HOW TO DEVELOP SUCCESSFUL USER CENTRIC JOURNALISTIC FORMATS

Alina Fichter, Head of Digital Format Development & Lab, DW

How do you develop successful journalistic formats for target groups that are far away from your own country and life's reality? DW, Germany's international public service broadcaster, has to find answers to this question on a daily basis. Their process of user centric format development will be shown in this talk with the example of "Unseen", a video series for young South East Asians.



FIRST-PARTY DATA ROLE IN CREATING A MORE DATA-DRIVEN NEWSROOM

Nicholas Sagau, Chief Operating Officer, REV Media Group

Audiences' expectation of the type of content fed to them is getting more complex through existing content recommendations or various targeting elements; How can the newsroom take advantage of data to optimize user experience in daily content operation & strategy? Learn how REV Media Group, the leading digital publisher in Malaysia, uses its best in class technologies to provide the best experience for its audience utilizing its first-party data.



"VIRTUAL NHK"

Takaki Ichitaka, Technical Producer, Media Development & Strategy Center, NHK

How can public service media effectively engage audiences with a serious topic in an entertaining and non-preachy way, encouraging people to take action for positive change? NHK will share the experience from their latest initiative "Virtual NHK", a VR platform co-developed with a tech venture. This interactive format allows audiences across the country to participate in a special experience, that can never be realized in real life, from home. This initiative also did not require any waste-generating physical sets, resulting in the prevention of CO2 emissions.

17:15 TRACK 4: NEW WAVES OF DISRUPTIONS



KEYNOTE: NEXT BILLION USERS, NEXT BILLION JOURNALISTS?

Payal Arora, Digital Anthropologist & Author

Cheap mobile phones and data plans have brought the “next billion” users online, the vast low-income communities in the global south who are engaging with and shaping the global infosphere and the future of data-driven journalism. Does this translate to the global majority finally gaining voice not just as speakers but as authors, as reporters? This talk pushes against simplistic tropes of empowerment and collective intelligence by looking closely at the politics of making facts, the everyday engagement tactics of news-making, and the emotional drivers of digital virality that impacts newsworthiness.



MEDIA AND THE METAVERSE

May Yee Chen, Asia Pacific Director, Wunderman Thompson Intelligence

What is the metaverse and how will it affect the media? New technologies offer new ways of storytelling for journalists, but also new ways to amplify misinformation. How should news organisations approach the metaverse?



RATHER IMMersed: A NO-NONSENSE LOOK AT XR AND THE METAVERSE

Alexander Plaum, Innovation Manager, DW

If you haven't been living under a rock, you've probably heard about the new XR/metaverse hype. Fan boys/girls show off their gadgets 24/7, big tech is investing loads of money – and some evangelists predict we'll soon be rid of laptops, smartphones, and traditional screens altogether. While the tech has surely become impressive and somewhat useful, a brand new era of computing, digital journalism and metaverse markets might not quite be upon us, though. This session takes a levelheaded look at what XR actually means, how it's relevant, and what news media organisations can do with it.



WHAT YOU AND YOUR NEWSROOM NEED TO KNOW BEFORE DIVING INTO THE METAVERSE

Thomas Seymat, Editorial Projects & Development Manager, Euronews

How should you approach new technologies, as full of promises of potential and disruption as the metaverse, as a newsroom leader or as a journalist? How do you make decisions about investment in this new space, and what should you focus on? Thomas Seymat has spent years leading an award-winning 360° video/VR workflow at Euronews and he is a keen observer of the immersive world. He'll share learnings and tips based on his unique perspective on the ongoing industry discussion about the metaverse.



IN SEARCH OF THE TRUTH: DECENTRALISATION, DEEP FAKES AND THE FUTURE OF MEDIA

Petah Marian, Futurist & Forecaster

As media platforms strive to tell objective truths, fragmentation and new technologies will create new pathways to audiences but also new challenges as well. Beyond the rise of creator-led newsletter platforms, Web 3 is creating opportunities around audience and creator-owned media, opening up space for often marginalised voices, while the rise of deep fakes and new ways of interpreting data are set to create new challenges for journalists.