

#ABUdigital

WEDNESDAY 3 JULY

DIGITAL EXPERTS FORUM

08:15 ARRIVAL AND REGISTRATION

09:00 DIGITAL EXPERTS FORUM

Location: Auditorium, Connexion Nexus

TRACK 1: TECHNOLOGY MEETS CONTENT

In this segment, we explore the impact technology has on content and how it has revolutionized the role of broadcasters to fit to the ever-growing needs of digitally-savvy audiences.

13:30 LUNCH BREAK

14:30 DIGITAL EXPERTS FORUM

TRACK 2: STORYTELLING AND INNOVATION

This segment will take a deeper look into innovations in content creation and how storytelling across genres has evolved dramatically in the technological era. From emerging formats to tools and techniques, we will look into how broadcasters are creating fresh and ground-breaking content specifically to cater to digital audiences.

TRACK 3: KEY DIGITAL TRENDS AND FORECASTS

In this segment, we will look into key digital trends that are shaping up the broadcast industry and what trends that we need to be following. This segment will also include future predictions and forecasts on where the digital industry will lead broadcasters.

18:00 WRAP-UP AND CONCLUSIONS

THURSDAY 4 JULY

WORKSHOPS

08:30 ARRIVAL

09:00 WORKSHOPS

Three thematic parallel workshops will take place in the morning and afternoon covering digital trends across a wide variety of genres.

NEWS

Room: Prism

YOUNG ADULTS/KIDS

Room: Continuum

SOCIAL MEDIA

Room: Reflexion

12:00 LUNCH BREAK

13:00 WORKSHOPS

MOBILE

Room: Prism

INTERACTIVE DOCUMENTARY

Room: Continuum

DATA

Room: Reflexion

16:00 CLOSING PANEL

Room: Auditorium

Speakers from the 6 workshops earlier from the day will gather to share the main take-aways from their respective sessions.

17:30 END OF THE EVENT