#ABUdigital

Asia-Pacific Broadcasting Union

3-4 July 2019
Kuala Lumpur, Malaysia

Final Version

DAY 1 - DIGITAL EXPERTS FORUM
Auditorium, Level 3A, Connexion Conference & Event Center, Nexus

AGENDA
Wednesday 3 July

Conference Chairperson: Hanim Muhili, TV News Chief Reporter & News Presenter, RTM

09:00 **OFFICIAL WELCOME**
Koichi Okumura, Director of Programming, ABU

TRACK 1: TECHNOLOGY MEETS CONTENT
In this track, we will 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.

09:20 **Keynote**: **Digital Storytelling for Mobile Audiences**
Blathnaid Healy, Director EMEA, CNN Digital International

Our digital audiences are majority mobile and increasingly so. On these devices where eyeballs are hard to win, storytelling has to work hard to stand out. Our keynote speaker Blathnaid Healy will look at how to engage, inform, immerse and inspire with compelling and mobile-first journalism that delves deep and holds attention.

09:50 **Open journalism and its role in public service media**
Tatsuichiro Yasuda, Senior Producer, NHK News Department

How do we engage people across generations? How do we distribute our contents to digital audiences? As broadcast dynamics change, Public Broadcasting needs to change our storytelling and delivery techniques. NHK's approach for this agenda is the Open Journalism, which is about having dialogues with audiences and involving people widely. Key ideas are "collective wisdom", "finding solutions" and "collaboration between Media".

10:10   **How Media Prima overtook Google and Facebook as No. 1 for mobile content in Malaysia**
Nicholas Sagau, Group General Manager, Media Prima Digital

Three years since embarking on Odyssey - Media Prima's business transformation strategy, where the media conglomerate sought to reposition itself as a digital-first content and commerce company - many successes were recorded along the way but arguably, none have been more important than Comscore's announcement that the Group had overtaken global media giants, Google and Facebook as the most popular choice for mobile content among Malaysians. Listen to the sharing of their journey on making it to No.1.

10:30   NETWORKING COFFEE BREAK

11:00   **The Evolution of Google Search for Media and Entertainment Content**
Gabi Conlon, Head of Product Partnerships for South APAC, Google

Google Search started 20 years ago and continues to evolve every day. In this session, you will learn about the evolution of this journey and how Search enables users to connect and engage with Media and Entertainment content.

11:20   **Embracing Digital and Immersive Era: How CGTN Digital approaches digital and immersive storytelling**
Wen Yaru, Executive Producer, CGTN Digital
Chen Ran, Chief Editor, CGTN Digital

CGTN Digital is the online arm of China Global Television Network, the international media organization launched by the Chinese national broadcaster CCTV, and a member of Chinese broadcasting conglomerate China Media Group. CGTN Digital manages CGTN's website www.cgtn.com, mobile apps and social media accounts. Its operations span five languages — English, Spanish, French, Arabic and Russian — across 14 platforms with a total of 176 million online followers. CGTN seeks to offer a distinctive alternative to the international information flow, and amplifies China's voice on a global scale. Yaru and Ran will share with you how CGTN Digital makes use of new technology to tell news stories.

11:40   **TVNZ On-Demand: The Catch-Up Service to Destination Platform Journey**
Caroline Izzard, General Manager, Data & Insights, TVNZ

TVNZ OnDemand has built a large catalogue of both acquired and commissioned content over the last 18 months, with significant growth in both audience and revenue. OnDemand now ranks highly in the consideration set of many viewers as a platform to discover new and incremental content, beyond the catch up of broadcast TV.

12:00   LUNCH BREAK

TRACK 2: STORYTELLING AND INNOVATION
This track 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.

13:30   **Keynote: The Future of Storytelling**
                Yusuf Omar & Sumaiya Omar, Co-Founders, Hashtag Our Stories

                The Future of Storytelling keynote highlights Innovative new ways to gather and distribute news for mobile devices and make money. Hashtag our Stories co-founders Yusuf and Sumaiya Omar share how their stories reach up to six million people daily. This start-up was recently invested by Snapchat.

13:50   **The Beautiful Encounter between Traditional Culture and New Media**
                Cao Chang, Deputy Director, Fusion Media Department, China National Radio (CNR)

                What happens when new media technologies emerge after 2000 years of farming culture heritage and what kind of sparks will collide between these two? You will find all the answers in Cao Chang's new media production '24 solar terms in agricultural proverbs'. This product tells the story of Chinese ancient intangible cultural heritage in the style of literature and art, combining trendy and entertaining elements. Through an audible, visual, sensory, participation platform, it gives the younger generation an insight to the poetic beauty of ancient farming society, as well as conveying the wisdom and creativity of the Chinese people in respecting nature and living in harmony.

14:10   **Virtual Reality Language**
                Aimone Bodini, XR Manager & Specialist, Proxima Milano

                If you tell a story in VR as though you would in the film, you would soon meet problems, which would raise doubts and queries. It seems that applying the general audio-visual 'rules' achieved whilst watching a film or any other audio-visual content is not possible. One must take into consideration new factors which require ample research focused on studying and synthesizing a new language, a language that is specific and adequate to the VR medium.

14:30   **How an In-house Creative Lab Shapes Ideas Into Successful Formats**
                Nickias Pauwels, Digital Strategist, VRT's Creative Lab

                Creative Lab is a team of creative minds tasked with challenging the digital status-quo at Belgian public broadcaster VRT. Learn more about their specific approach and methodology that is aimed at maximizing the impact of digital ideas.

14:50   **How NHK's web and apps serve to society**
                Koji Arie, Program Director, NHK Digital Center

15:10   **The Success Behind BBC's Facebook Show 'Cut Through the Noise'**
             James Reevell, Editor, BBC News Specialist Unit\

             This presentation by award-winning digital content maker and innovator for BBC News, James Reevell, will look into the lessons behind creating a Facebook Watch show and the opportunities that deep dive formats offer for audience engagement and storytelling across digital platforms.

15:30   NETWORKING COFFEE BREAK

TRACK 3: KEY DIGITAL TRENDS AND FORECASTS
In this track, 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.

16:00   **Keynote: Future of Media**
             Chen May Yee, APAC Director at Innovation Group, JWT Intelligence

             The Future of Media: from immersive experiences, to social platform innovation, to sound empires, in her keynote, May Yee Chen will unpack the key trends impacting the media landscape – curated from Wunderman Thompson's annual must-read forecast, The Future 100.

16:20   **Data Driven Innovation**
             Anssi Komulainen, Chief Innovation Officer, Yle

             Hyper-personalisation, data-driven content and experience optimisation, and the emergence of new ecosystems. In this presentation by Anssi Komulainen, learn how to prone the next generation media experiences.

16:40   **The Smart Speaker future is happening in the US**
             Tamar Charney, Managing Director for Personalization and Curation, NPR

             In the US, more than 21% of households have smart speakers and that number has been growing rapidly. The ascent of this technology is putting audio back in the center of people's lives as audio interactions are replacing screens in many contexts. In this session, Tamar Charney will talk about how National Public Radio has been meeting the challenges of creating audio experiences for this emerging platform.

17:00   **Voice(s) in Europe – how smart speakers are impacting broadcasting and audience habits across the EBU**
             Marit Rossnes, Head of Product Development, NRK Radio

             Marit Rossnes will give an overview of how the public service broadcasters are approaching voice and smart speakers, share some key challenges and opportunities and show some example of smart speaker content and services from both NRK and other EBU members. The experiments range from interactive storytelling and quizzes to new news formats. And while creating content and experiences for an entire new platform and user experience, how do we give the smart speaker service a human and PSM-ish voice and personality.

17:20   **Innovation in 3 Acts**
             Furkan Akyurek, Deputy R&D Engineer, TRT Digital

TRT Digital is at the forefront of innovating digital content with a major focus on experimenting with latest technologies such as Voice Assistants, Machine Learning and Virtual Reality. In this presentation, Innovation Specialist at TRT Digital Furkan Akyurek walks you through the steps behind their successful innovation experiments in 3 acts: Ideation, Experimentation and Operation.

17:40   **How Blockchain will Influence Media**
             Dr Mats Nylund, Principal Lecturer in Media Management, Arcada University of Applied Sciences

Blockchain has been one of the most discussed technological innovations in recent years. Blockchain promises to bring a variety of new organisational tools to the media sector, including incentive mechanisms for content creation and curation, micropayments, possibility to trace sources origin of content (and, hence, combat fake news), better copyright management and censorship resistance. However, the transition from centralized to decentralized ecosystems does not come true overnight. The deployment of a blockchain-based ecosystem requires workable interface that adds true value compared to traditional solutions. This talk gives an overview of blockchain technology in media industry and presents some of the most relevant use cases.

18:00   **CLOSING KEYNOTE**
             AI to Unlock Media Opportunities
             Prashant Saxena, Head of Insights & Innovation, Isentia

We close our conference with an inspiring keynote on the power of Artificial Intelligence (AI) to unlock media opportunities. In his closing keynote, Prashant will provide key insights into combining AI with big data and natural language processing, leveraging on automated tools to create and curate better content and streamlining digital and social activity.

18:20   **WRAP-UP AND CONCLUSION**

END OF DIGITAL EXPERTS FORUM

DAY 2 – WORKSHOPS

Function Rooms, Level 3A, Connexion Conference & Event Center, Nexus

Wednesday 4 July

09:00 – 12:00

KIDS/YOUNG ADULTS DIGTIAL CONTENT WORKSHOP
Innovative Web Dramas: Storytelling for New Digital Platforms and Co-creation with Audiences

Room: REFLEXION

Join Cathrine Simonsen, Head of Children Department at NRK Super, in this workshop to explore some of the most successful and innovative web dramas created by NRK Super such as *Lik meg* and *Base Z*. In this workshop, we will take an in-depth look into each case study and unpack and deconstruct how each programme was made.

Lik meg (Like me)

NRK Super has developed web dramas during the last 11 years, with dramas like *Skam* and *Young girls*. *Like me* is a new web drama series that combines elements of social media, facetime, messages and live action drama to tell a believable story about young girls quest for popularity and the constant struggle to be liked. This is girls' drama. Unfiltered and raw. It depicts exclusion, bullying and the act of actively choosing someone over the other.

NRK Super's intention is to make 12-year-old girls reflect on their actions, and help them realize that they are not alone. By challenging the confines of "normality", they wished the programme to be a booster of self-esteem and self-worth. The aim of this programme was to make girls realize the consequences of their own behaviour, as well as showing them the benefits of resisting pressure and confronting their fears.

Base Z

In a real-time streamed Zombie event, NRK Super explored the possibilities of co-creation with the audience. Inspired by gaming and the escape room genre, NRK Super arranged an event were the audience helped and co-created the story by their engagement and comments. They merged the digital and the real world with big success. Through engagement and collaboration, the fans and audience helped their hero and the host so that he could save the world from dangerous zombies.

Cathrine Simonsen, Head of Children Department, NRK Super

09:00 – 12:00

SOCIAL MEDIA WORKSHOP
Make Your Own Viral Video Factory

Room: CONTINUUM

Videos by Hashtag Our Stories will exceed a billion views this year across platforms. In this accelerated workshop by the start-up (invested in by Snap Inc), Co-founders Yusuf and Sumaiya Omar break down the biggest video trends and share derivative content strategies.

Yusuf Omar, Co-founder, Hashtag Our Stories
Sumaiya Omar, Co-founder, Hashtag Our Stories

09:00 – 12:00

DATA WORKSHOP
How to use data for media innovation and development

Room: PRISM

Get ready for the audience of one - the big disruption for Public Service Media in transforming from a linear broadcaster to a digital media powerhouse. Join this Data Innovation workshop to learn how Finnish public service broadcaster Yle is using data and AI innovations to better understand the content needs of the users, make sure that the right content is found, and to cater for the needs of the future users of a hyper-personalised and customised service.

Anssi Komulainen, Chief Innovation Officer, Yle

12:00   LUNCH BREAK

13:30 – 16:00

INTERACTIVE DOCUMENTARY WORKSHOP
How to create your own mind-blowing interactive stories on the web

Room: REFLEXION

Creating a truly interactive story on the web is not an easy feat. Enter Micrio, ultra-resolution storytelling on steroids. Used by television broadcasters, museums and design agencies, this award winning platform helps you make your own mind-blowing immersive stories like the successful web documentary on The Garden of Earthly Delights (link: https://tuinderlusten-jheronimusbosch.ntr.nl/en). Founder Marcel Duin will share with you how this new web technology works, how you can take advantage

of it in your own online projects and campaigns, and will let you get hands-on with it during this workshop.

Marcel Duin, Online Storyteller, Micrio

13:30 – 16:00

MOBILE WORKSHOP
Find Your Mojo: How to create a digital content strategy using mobile journalism

Room: CONTINUUM

In this workshop, you'll learn how to build a content strategy for your company in a lean and mean way. Join Sanne Breimer to learn how to implement mobile journalism in your strategy, how to think out of the box in creating a custom made strategy and how to engage with your audience in the best way.

Sanne Breimer, Digital Media Consultant, Global Ground Media

13:30 – 16:00

NEWS WORKSHOP
Immersive Journalism: The Next News Experience

Room: PRISM

This workshop will offer an introduction to immersive journalism, a term that is often used to encompass augmented and virtual reality (AR/VR/XR) and 360° video (as well as technologies yet to come). You will explore the basic characteristics of the different technologies, highlight effective use cases in media production and consider the value they bring to journalists and audiences.

Nathan Griffiths, Visual/Immersive journalist

16:00   COFFEE BREAK

16:30   CLOSING PANEL DISCUSSION
            Moderator: Hanim Muhili, TV News Chief Reporter & News Presenter, RTM
            Panelists:
            Nathan Griffiths, Visual/Immersive journalist
            Marcel Duin, Creative Developer, Q42
            Cathrine Simonsen, Head of Children Department, NRK Super
            Sanne Breimer, Digital Media Consultant, Global Ground Media
            Yusuf Omar, Co-founder, Hashtag Our Stories
            Sumaiya Omar, Co-founder, Hashtag Our Stories

18:00   WRAP-UP AND CONCLUSION

END OF #ABUdigital 2019