

PROGRAMME AT-A-GLANCE

DAY 1: DIGITAL EXPERTS' FORUM - 3 JULY (WEDNESDAY)

Auditorium, Level 3A, Connexion Nexus

08:15	ARRIVAL, REGISTRATION & COFFEE	
09:00	OFFICIAL WELCOME	Koichi Okumura <i>Director of Programming, ABU</i>
TRACK 1: TECHNOLOGY MEETS CONTENT		
09:20	Keynote: Digital Storytelling for Mobile Audiences	Blathnaid Healy <i>Director EMEA, CNN Digital International</i>
09:50	Open journalism and its role in public service media	Tatsuichiro Yasuda <i>Senior Producer, NHK News Department</i>
10:10	How Media Prima overtook Google and Facebook as No. 1 for mobile content in Malaysia	Nicholas Sagau <i>Group General Manager, Media Prima Digital</i>
10:30	<i>Networking Coffee Break</i>	
11:00	The Evolution of Google Search for Media and Entertainment Content	Gabi Conlon <i>Google Search & Assistant Partnerships, APAC</i>
11:20	Embracing Digital and Immersive Era: How CGTN Digital approaches digital and immersive storytelling	Wen Yaru <i>Managing Editor, CGTN Digital</i> Chen Ran <i>Chief Editor, CGTN Digital</i>
11:40	TVNZ On-Demand: The Catch-Up Service to Destination Platform Journey	Caroline Izzard <i>General Manager, Data & Insights, TVNZ</i>
12:00	<i>Lunch Break</i>	
TRACK 2: STORYTELLING AND INNOVATION		
13:30	Keynote	Yusuf Omar <i>Co-founder, Hashtag Our Stories</i>
13:50	The Beautiful Encounter between Traditional Culture and New Media	Cao Chang <i>Deputy Director, Fusion Media Dept., CNR</i>
14:10	Virtual Reality Language	Aimone Bodini <i>XR Manager & Specialist, Proxima Milano</i>
14:30	How an In-house Creative Lab Shapes Ideas Into Successful Formats	Nickias Pauwels <i>Digital Strategist, VRT's Creative Lab</i>
14:50	How NHK's web and apps serve to society	Masaru Terakawa <i>NHK Digital Center</i>
15:10	The Success Behind BBC's Facebook Show 'Cut Through the Noise'	James Reeve <i>Editor, BBC News Specialist Unit</i>
15:30	<i>Networking Coffee Break</i>	
TRACK 3: KEY DIGITAL TRENDS AND FORECASTS		
16:00	Keynote: The Future of Media	Chen May Yee <i>APAC Director, The Innovation Group, J.W.T.</i>
16:20	Data Driven Innovation	Anssi Komulainen <i>Chief Innovation Officer, Yle</i>
16:40	The Smart Speaker future is happening in the US	Tamar Charney <i>Managing Director for Personalization and Curation, NPR</i>
17:00	Voice(s) in Europe – how smart speakers are impacting broadcasting and audience habits across the EBU	Marit Rossnes <i>Head of Product Development, NRK Radio</i>
17:20	Gamification of Amazon Alexa/Google Home Devices	Furkan Akyurek <i>Deputy R&D Engineer, TRT Digital</i>
17:40	How Blockchain will Influence Media	Dr Mats Nylund <i>Principal Lecturer in Media Management, Arcada University of Applied Sciences</i>
18:00	CLOSING KEYNOTE AI to Unlock Media Opportunities	Prashant Saxena <i>Head of Insights & Innovation, Isentia</i>
18:20	WRAP-UP AND CONCLUSIONS	

END OF DIGITAL EXPERTS' FORUM

DAY 2: WORKSHOPS, 4 JULY (THURSDAY)

Function Rooms, Level 3A, Connexion Nexus

08:30 **ARRIVAL & COFFEE**

AM

INTERACTIVE DOCUMENTARY WORKSHOP

09:00 – 12:00 *How to create your own mind-blowing interactive stories on the web*

Marcel Duin
Creative Developer, Q42

Room: REFLEXION

MOBILE WORKSHOP

09:00 – 12:00 *Find Your Mojo!*

Sanne Breimer
Digital Media Consultant

Room: CONTINUUM

NEWS WORKSHOP

09:00 – 12:00 *Immersive Journalism: The Next News Experience*

Nathan Griffiths
Visual/Immersive journalist

Room: PRISM

12:00 *Lunch Break*

PM

KIDS/YOUNG ADULTS WORKSHOP

13:30 – 16:00 *Innovative Web Dramas: Storytelling for New Digital Platforms and Co-creation with Audiences*

Cathrine Simonsen
Head of Children Dept., NRK Super

Room: REFLEXION

SOCIAL MEDIA WORKSHOP

13:30 – 16:00 *Make Your Own Viral Video Factory*

Yusuf Omar / Sumaiya Omar
Co-founders, Hashtag Our Stories

Room: CONTINUUM

DATA WORKSHOP

13:30 – 16:00 *Using Google Analytics for Data-Driven Content and Personalisation*

Catherine Candano
Head, Data Platforms Partnership, Google

Room: PRISM

Coffee Break

CLOSING PANEL DISCUSSION

In this panel, speakers from the 6 workshops earlier from the day will gather to share the main take-aways from their respective sessions.

16:30 **Moderator:** **Hanim Muhili**, Head of Editorial (English Desk) & TV Personality, 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
Catherine Candano, Head, Data Platforms Partnership, Google

18:00 WRAP-UP AND GOODBYE

END OF #ABUdigital 2019

Partners

