



Asia-Pacific  
Broadcasting Union

# #ABUdigital

Where  
Digital  
Dreams  
Come  
Alive

## PROGRAMME

3-4 July 2019  
Kuala Lumpur, Malaysia  
[digital.abu.org.my](http://digital.abu.org.my)

## PARTNERS



Video Exchange  
Asia



# OVERVIEW

Digital is all around us. Broadcasters worldwide are recognising that traditional media practices need to evolve in the digital world that we inhabit today. Old rules need to give way to new and innovative approaches are needed to reinvent how media contents are created, produced and distributed. Adaption has become a necessity.

#ABUdigital is conceived to address these digital challenges and the opportunities for broadcasters to help them redefine their work for a new, digital era. #ABUdigital is a meeting space for digital dreamers aimed to inspire ABU Members with the latest digital trends, tools and best practices to guide them to adapt into digital ways of doing things. This unique conference-slash-knowledge sharing event aims to provide ABU Members a platform to explore all things digital and how it impacts broadcasters.

Exploring the intersection where Technology meets Content, this event will look deeper into everything digital from digital strategies to digital storytelling on a wide spectrum of genres and themes relevant to the broadcasting industry. We will look into strategies to develop new digital formats and the latest (digital) developments in the media landscape to show broadcasters the way forward.

At the event, participants will be able to:

- Learn and share inspiring case studies on digital trends and tools
- Walk away with a plan of action from specialised workshops
- Network with top industry experts, fellow broadcasters and other stakeholders

Bringing together 25 digital expert speakers from 15 countries across 4 continents, this event is a one-stop-shop for everything broadcasters need to know in the digital world.

We look forward to putting together an inspiring experience for all of you.

Sincerely,

Koichi Okumura  
Director, ABU Programming



# DAY 1 - DIGITAL EXPERTS FORUM

Wednesday 3 July

Auditorium, Level 3A, Connexion Conference & Event Center, Nexus

## 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](http://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 **The Potential of VTuber to Engage Youngsters in Traditional Contents**  
**Koji Arie**, Program Director, NHK Digital Center

In order to reach out to the younger generations, how can traditional media corporations take advantage of their accumulated skill sets to produce contents? NHK tried utilizing a new wave of "virtual YouTuber" or "VTuber", endorsed by Japanese digital technology and anime culture. Koji will talk about the application of VTuber to introduce an over-60-year-old traditional singing show and an inspiring life of a story teller who survived the atomic bombing in World War II.

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 **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.

16:20 **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.

16:40 **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.

17:00 **Innovation in 3 Acts**  
**Furkan Akyurek**, Innovation Specialist, 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.

17:20 **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.

17:40 **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.

18:00 **WRAP-UP AND CONCLUSION**

## DAY 2 - WORKSHOPS

**Thursday 4 July**

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

09:00 – 12:00 | **Room: REFLEXION**

### **KIDS/YOUNG ADULTS DIGITAL CONTENT WORKSHOP**

#### **Innovative Web Dramas: Storytelling for New Digital Platforms and Co-creation with Audiences**

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 where 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 | **Room: CONTINUUM**

### **SOCIAL MEDIA WORKSHOP**

#### **Make Your Own Viral Video Factory**

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 | **Room: PRISM**

### **DATA WORKSHOP**

#### **How to use data for media innovation and development**

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 | **Room: REFLEXION**

### **INTERACTIVE DOCUMENTARY WORKSHOP**

#### **How to create your own mind-blowing interactive stories on the web**

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 | **Room: CONTINUUM**

### **MOBILE WORKSHOP**

#### **Find Your Mojo: How to create a digital content strategy using mobile journalism**

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 | **Room: PRISM**

### **NEWS WORKSHOP**

#### **Immersive Journalism: The Next News Experience**

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**, Online Storyteller, Micrio

**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 GOODBYE**



# SPEAKERS

## **Aimone Bodini**

*XR Manager & Specialist, Proxima Milano*

Aimone Bodini is a digital native who was brought up living and breathing images. Since his teen years, he has been cultivating his love of cinema and building a vision that encompasses all sorts of audio-visual forms and languages – as immediate to appreciate, as mysterious to understand under the hood. At the end of his studies, Aimone was struck by a new technology, Virtual Reality, which he immediately recognizes as a novel medium with an incredible expressive potential.

With his book “Narrative Language of Virtual Reality”, wrote while he was in the United States and published by the Swiss organisation World VR Forum, he decided to undertake the first step in this unknown path. Its approach to Virtual Reality has been internationally recognized, leading him to take part as speaker in numerous VR focused events across Europe.

Today Aimone works as XR Manager & Specialist at Proxima Milano and he's also the VR Programmer both of the Milano Film Festival and of the Torino Short Film Market.



## **Anssi Komulainen**

*Chief Innovation Officer, Yle*

Anssi Komulainen has over 15 years of experience from innovation, strategy, media production and creative management. He is currently working as the Chief Innovation Officer, at Finnish Broadcasting Company, Yle. As the founder of Yle in-house innovation start-up Yle Beta he is constantly on a quest for something new. His job is to test the possibilities of emerging technologies and to find out what they can offer to public service media in the future. Previously Anssi has also worked as a media development specialist in South East-Asia.



## **Blathnaid Healy**

*Director EMEA, CNN Digital International*

Blathnaid Healy is Director EMEA, CNN Digital International, based in the London bureau.

She was previously UK Editor at Mashable, establishing the brand and opening its first office in London.

Before Mashable, Healy was Chief Operating Officer of WorldIrish, a startup focused on the Irish diaspora where she led a team of journalists based in Ireland, the UK and the US.

She spent almost five years working at Ireland's largest media company RTE as a multimedia journalist where she also set up the broadcaster's first dedicated social media team and project managed output for several high-profile news events across web, mobile and social media.

Healy is a graduate of Northwestern University's Medill School of Journalism and University College Dublin.



## **Chang Cao**

*Deputy Director of Fusion Media Department, CNR*

Chang CAO is the deputy director of fusion media department of Social Education Programme Centre at China National Radio (CNR). One of her goals is to integrate traditional broadcasting and new media technologies.





**Caroline Izzard**

*General Manager, Data & Insights, TVNZ*

Data and insights specialist, Caroline Izzard has had a diverse career internationally in business focused research.

Caroline worked for global TV and media measurement company, Nielsen for 14 years in their London, Sweden and New Zealand offices, leading teams responsible for collection, collation and delivery measurement analytics.

Moving to a large data analytics company in 2015 to run their technical service and client delivery business, television proved difficult to leave behind, with Caroline joining Television New Zealand (TVNZ) in 2016.

Caroline now leads TVNZ's Data and Insights team as the department's General Manager. This role is integral in informing TVNZ's business strategy. By examining viewer behaviour, TVNZ can make highly informed decisions - from content purchasing, to product development and distribution strategies – that benefit and place consumers first.

Caroline's passion for using customer-centric research to innovate has resulted in leading positions in key TVNZ projects, such as the reshaping of TVNZ OnDemand from a TV catch-up service to an entertainment destination.

**Cathrine Simonsen**

*Head of Children Department, NRK Super*

Cathrine Simonsen is the Head of Children Department of NRK Super at NRK, the Norwegian public broadcasting company. She has worked as a director and producer for many years. She has worked primarily with kids and youth programs, but also produced several drama series for grownups. She has been working with several web dramas from *Young Girls* and *Skam* to *Like me*.

**Chen Ran**

*Chief Editor, CGTN Digital*

Chen Ran is chief editor at China Global Television Network (CGTN) Digital, the digital arm of China's largest international broadcaster with over 150 million followers across the globe. At CGTN Digital, she oversees a team of over 200 journalists and editors based in Beijing to deliver innovative social media and digital outputs covering Chinese and international news for an English-speaking global audience.

Ran has 14 years of experience in media. She holds a master's degree in international studies from the University of Adelaide, Australia, and was a visiting scholar at Missouri School of Journalism in the United States.

**Furkan Akyurek**

*Innovation Specialist, TRT Digital*

Furkan Akyurek is an Innovation Specialist at TRT Digital, where he experiments with the latest technologies affecting media like Voice Assistants, Machine Learning and Virtual Reality. He has master's and bachelor's degree in Electrical and Electronics Engineering from Bogazici University.



**Gabi Conlon**

*Head of Product Partnerships for South APAC, Google*

Gabi's passion for connecting people with transformative and useful technology has led her over the last 20 years from marketing roles in Australia and New Zealand to Google Singapore, where she is currently Head of Product Partnerships for South APAC. She leads a fantastic team, helping to build products like Google Search and Assistant by working with partners across the region.

**James Reeve**

*Editor, BBC News Specialist Unit*

James Reeve is an award-winning digital content maker and innovator for BBC News. An expert in new formats, he currently runs BBC News Specialist Unit, a new team dedicated to creating boundary pushing content for millennials.

**Koji Arie**

*Program Director at NHK's Digital Center*

Koji Arie is a Program Director at NHK's Digital Center. He spent 10 years producing a wide variety of television programs, mainly documentaries in the Youth & Education Department. After two years in the Broadcasting Culture Research Institute conducting research on media trends, he is now managing corporate websites, social media and video-sharing platforms. Koji was a visiting scholar at the Massachusetts Institute of Technology's (MIT) Media Lab, holds a Master of International Business Administration from the University of Tsukuba and a Bachelor of Engineering from the University of Tokyo.

**Marcel Duin**

*Online Storyteller, Micrio*

Marcel Duin (The Netherlands, 1982) started exploring the creative side of programming at an early age. In search for new ways of online storytelling, he created Micrio (<https://micr.io/>) in 2015 from scratch using his experience in creating high performance graphical interfaces. The innovative platform enables content creators, storytellers and designers to reach the maximum creative potential of their discipline. Since the inception of Micrio, Marcel has been working incessantly to let them easily create engulfing interactive web experiences with as little technical limitations as possible.

**Marit Rossnes**

*Head of Product Development, NRK Radio*

Marit Rossnes is Head of Product Development for Radio at the NRK, the Norwegian public service broadcaster. She is leading the experimenting and development on smart speakers and voice interactions across the NRK and is active in the EBU VOX group. Before joining the public broadcaster a couple of years ago, she has been working with user experience and digital product development in consulting and in publishing. She holds a Master of Technology Management from NTNU and MIT.

**Mats Nylund**

*Principal Lecturer, Arcada University of Applied Sciences*

D. Soc. Sc. Mats Nylund is Principal Lecturer in Media Management at Arcada University of Applied Sciences in Helsinki, Finland. He is a former news journalist, and has worked with media research and education for more than 20 years.



## **Nathan Griffiths**

*Visual journalist*

Nathan Griffiths is a visual journalist, with a focus on immersive storytelling and data visualization. He was a graphics editor at The Associated Press, where he led a team of developers, designers and visual journalists covering breaking and global news events and was the co-lead for the launch of AP's 360 video pilot program. At The New York Times, he was a video producer for The Daily 360, a year-long project producing 360 video in the newsroom. Nathan has spoken on virtual reality and 360 video and numerous conferences, including ONA, SXSW and the World Media Congress and has trained journalists and non-profits around the world in the use of 360 video technology. He has a Masters in Journalism from the University of Hong Kong.



## **Nicholas Sagau**

*Group General Manager, Media Prima Digital*

Nicholas Sagau is the Group General Manager for Media Prima Digital, the digital arm of Malaysia's largest media conglomerates-Media Prima Berhad. He oversees the digital operation of the group. One of his many roles is driving the executing the Media Prima digital's strategy in the rapidly disrupted media space.



He also heads Media Prima Labs, the in-house incubator of Media Prima Berhad to further extend the Group's unique intellectual properties into the expanse of digital innovation and games. Media Prima Labs has to-date released 12 lifestyle/entertainment verticals in form of native app and 5 mobile games since the labs started operation in November 2015 with nearly 10 million downloads in total & monthly active user of 2.3 million.

Nicholas is currently a council member of the Malaysia Digital Association. He has a total of 15 years' experience in media and digital space and was previously the product manager and also core member in Media Prima's OTT project - Tonton, Malaysia's leading video service, with 7 million subscribers to date.

Nicholas is a frequent speaker& moderator at a variety of digital industry conferences & seminars such as the recent ConnecTechAsia in Singapore, TV Digital Connect Asia in Bangkok, Exabytes Internet Marketing Summit in KL, Level Up KL -SEA Game Developers Conference in KL and Ooyala Digital Video Conference in Sydney among others. His areas of focus include: digital innovation, games & apps development, eSports, corporate in innovation & start-up, corporate incubator, OTT and digital video content distribution

## **Nickias Pauwel**

*Digital Strategist, VRT Creative Lab*

Nickias Pauwels is digital strategist at Creative Lab, the in-house creative agency of Belgian public-service broadcaster VRT. Creative Lab challenges the status quo by advising and inspiring all brand teams at VRT. They experiment with new digital formats on a daily basis. Before Creative Lab, Nickias worked at advertising agency These Days Y&R / Wunderman and British commercial broadcaster ITV.



**Prashant Saxena**

*Head of Insights & Innovation, Isentia*

Prashant Saxena is a senior insights leader with more than a decade of experience with top Fortune 100 brands. At Isentia, he is responsible for leading insights in the S.E Asia region. An alumni of ASEAN Leadership Programme, he has also been selected as one of the top 30 marketing researchers by European Association of Consumer Research. He frequently shares his thoughts as a speaker at PR, market research and marketing analytics conferences in Asia and has been quoted by leading mainstream media in Asia including The Straits Times, Singapore Business Review, and Campaign Asia-Pacific. One of his recent works has been awarded Grand-prix from AMEC (International Association for Measurement and Evaluation of Communication).

Prashant holds a double Masters degree from National University of Singapore, Indian Institute of Technology respectively and spent time at University of Cambridge Entrepreneurship Centre under their flagship IGNITE programme.

**Sanne Breimer**

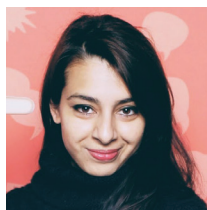
*Digital Media Consultant*

Sanne Breimer is currently working independently on location throughout Asia this year. She developed the digital content strategy for Global Ground Media and currently works on setting up a media start-up for Tribe Theory. She writes about media innovation in Asia for the Dutch Promotion Fund for Journalism. Sanne worked in public broadcasting in The Netherlands for 15 years, in radio, television and digital media.

**Sumaiya Omar**

*Co-founder, Hashtag Our Stories*

Sumaiya Omar is a Co-founder of Hashtag Our Stories. Sumaiya has spent five years experimenting with emerging news platforms like Snapchat and Instagram in South Africa, India and the UK and has conducted mobile journalism workshops with broadcasters across Europe. She also writes for the International News Media Association (inma.org) and the Thomson Foundation (TFJNow).

**Tamar Charney**

*Managing Director for Personalization and Curation, NPR*

Tamar Charney is the Managing Director for Personalization and Curation at National Public Radio (NPR.) In this role, she creates and executes new editorial strategies for programming a unique and customizable mix of the best international, national, and local public radio news that is blended with hand curated podcasts on emerging platforms. Prior to managing the content strategy for NPR's state of the art mobile app and voice assistant experiences, Charney was the Program Director of Michigan Radio where she managed on-air, online, and news strategy, as well as operations. Before, that she produced talk shows, documentaries, and news programs for the station and previously had been a reporter and editor at Michigan Radio. She has held a variety of jobs at other public radio stations including WDET and WEMU. On the side, she writes and does voice-overs for a variety of clients.

**Tatsuichiro Yasuda**

*Senior Producer, Digital Contents Team, News Department NHK*

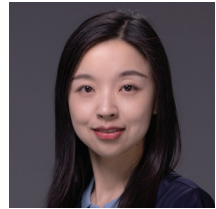
Tatsuichiro Yasuda is the Senior Producer of the Digital Contents Team at News Department of NHK. He has served as a producer at NHK Sapporo Regional Head-Quarter from 2001 to 2006 and worked as a producer at NHK Current Affairs Program Division of its News Department from 2006 to 2016. During his time at the NHK Current Affairs Program Division, he has produced several documentary programs on NHK Special and Current affairs programs on Close-UP Today.



**Wen Yaru**

*Executive Producer, CGTN Digital*

Wen Yaru is the Executive Producer of the Digital Video Team at China Global Television Network (CGTN). She has worked in the digital media industry for over 6 years. In this role, she guides her team to explore new ways of storytelling with video on various digital media platforms. She has produced multiple video series, such as The 1.3 Bln, The Legend of Kungfu, 40 elites in 40 years, China Innovation, and so on. Her interest is primarily in discovering the intersection among technology, content, audience and platforms.

**Yusuf Omar**

*Co-founder, Hashtag Our Stories*

Yusuf Omar is a multi-award winning journalist and Co-founder of Hashtag Our Stories, a TEDx speaker, former CNN Senior Social Media Reporter on Snapchat and former Mobile Editor at the Hindustan Times in India where he empowered 750 journalists to tell stories with the phones. He has been a foreign correspondent with just his phone since 2010 and covered the Syrian civil war. In 2018 he Co-founded Hashtag Our Stories, a global video publisher focused on people changing their world. They have trained communities in over 40 countries to tell stories with their phones and create daily news shows on social media platforms.



# #ABUdigital

3-4 July 2019  
Kuala Lumpur, Malaysia  
[digital.abu.org.my](http://digital.abu.org.my)

Where Digital Dreams Come Alive

**PRACTICAL INFORMATION****VENUE**

The event will take place at Level 3A, Nexus Connexion Conference & Event Center (CCEC) which is located amid the bustling commercial and leisure district of Bangsar South City, Kuala Lumpur.

**REGISTRATION**

All participants are required to register and collect their conference wristbands upon arrival at the event venue on the morning of Wednesday, 3 July 2019.

Registration begins at 8:00 am.

**WHERE TO EAT**

Located on Ground Level and Level 1 of Nexus (directly beneath the event venue), you will find an eclectic mix of dining outlets for your lunch. There are several other eating outlets across the street from Nexus at The Sphere.

Coffee and tea with snacks will be served in the morning and afternoon right outside Auditorium on Day 1 and at the Foyer outside the Function Rooms on Day 2.

**CONTACTS**

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# PLACES TO EAT

## Nexus

### Ground Floor

- Secret Recipe
- Boost Juice Bars
- Brussels Galerie
- Chili Espresso
- Fuel Shack
- Hall of Fame
- PappaRich
- Muito Bom!
- Edo Ichi
- S'Mores
- Souled Out
- Starbucks Coffee
- Streat Thai
- Tealive
- Viña del Rey
- Yuan Hong Kong Restaurant

### Level 1

- Amber Chinese Restaurant
- Dao Xiang Chinese Cuisine Restaurant
- Tenmaya Japanese Cuisine

## The Sphere

### Ground Level

- Sector 3
- Portofino
- Gossypium
- The Public House
- Buena Barsa
- Tom, Dick & Harry's

### Upper Ground Level

- Ali, Muthu & Ah Hock
- Koffie Craft
- Nyonya Tingkat Signature
- Parklife
- The Coffee Bean & Tea Leaf
- Barcook
- Hamble Nana
- Oiso Traditional Korean Cuisine
- The Porki Culture
- Home Noodle
- Sunbather

### Level 1

- Oriental Treasure
- Good Meals
- Khan's Indian Restaurant & Cafe

