

## PROGRAMME AT-A-GLANCE

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

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

08:00	<b>ARRIVAL, REGISTRATION &amp; COFFEE</b>	
09:00	<b>OFFICIAL WELCOME</b>	<b>Koichi Okumura</b> <i>Director of Programming, ABU</i>
<b>TRACK 1: TECHNOLOGY MEETS CONTENT</b>		
09:20	<b>Keynote: Digital Storytelling for Mobile Audiences</b>	<b>Blathnaid Healy</b> <i>Director EMEA, CNN Digital International</i>
09:50	<b>Open journalism and its role in public service media</b>	<b>Tatsuichiro Yasuda</b> <i>Senior Producer, NHK News Department</i>
10:10	<b>How Media Prima overtook Google and Facebook as No. 1 for mobile content in Malaysia</b>	<b>Nicholas Sagau</b> <i>Group General Manager, Media Prima Digital</i>
10:30	<i>Networking Coffee Break</i>	
11:00	<b>The Evolution of Google Search for Media and Entertainment Content</b>	<b>Gabi Conlon</b> <i>Head of Product Partnerships, Google</i>
11:20	<b>Embracing Digital and Immersive Era: How CGTN Digital approaches digital and immersive storytelling</b>	<b>Wen Yaru</b> <i>Executive Producer, CGTN Digital</i> <b>Chen Ran</b> <i>Chief Editor, CGTN Digital</i>
11:40	<b>TVNZ On-Demand: The Catch-Up Service to Destination Platform Journey</b>	<b>Caroline Izzard</b> <i>General Manager, Data &amp; Insights, TVNZ</i>
12:00	<i>Lunch Break</i>	
<b>TRACK 2: STORYTELLING AND INNOVATION</b>		
13:30	<b>Keynote: The Future of Storytelling</b>	<b>Yusuf Omar &amp; Sumaiya Omar</b> <i>Co-founders, Hashtag Our Stories</i>
13:50	<b>The Beautiful Encounter between Traditional Culture and New Media</b>	<b>Cao Chang</b> <i>Deputy Director, Fusion Media Dept., CNR</i>
14:10	<b>Virtual Reality Language</b>	<b>Aimone Bodini</b> <i>XR Manager &amp; Specialist, Proxima Milano</i>
14:30	<b>How an In-house Creative Lab Shapes Ideas Into Successful Formats</b>	<b>Nickias Pauwels</b> <i>Digital Strategist, VRT's Creative Lab</i>
14:50	<b>The Potential of VTuber to Engage Youngsters in Traditional Contents</b>	<b>Koji Arie</b> <i>Program Director, NHK Digital Center</i>
15:10	<b>The Success Behind BBC's Facebook Show 'Cut Through the Noise'</b>	<b>James Reeve</b> <i>Editor, BBC News Specialist Unit</i>
15:30	<i>Networking Coffee Break</i>	
<b>TRACK 3: KEY DIGITAL TRENDS AND FORECASTS</b>		
16:00	<b>Data Driven Innovation</b>	<b>Anssi Komulainen</b> <i>Chief Innovation Officer, Yle</i>
16:20	<b>The Smart Speaker future is happening in the US</b>	<b>Tamar Charney</b> <i>Managing Director for Personalization and Curation, NPR</i>
16:40	<b>Voice(s) in Europe – how smart speakers are impacting broadcasting and audience habits across the EBU</b>	<b>Marit Rosnes</b> <i>Head of Product Development, NRK Radio</i>
17:00	<b>Innovation in 3 Acts</b>	<b>Furkan Akyurek</b> <i>Innovation Specialist, TRT Digital</i>
17:20	<b>How Blockchain will Influence Media</b>	<b>Dr Mats Nylund</b> <i>Principal Lecturer in Media Management, Arcada University of Applied Sciences</i>
17:40	<b>CLOSING KEYNOTE: AI to Unlock Media Opportunities</b>	<b>Prashant Saxena</b> <i>Head of Insights &amp; Innovation, Isentia</i>
18:00	<b>WRAP-UP AND CONCLUSIONS</b>	

END OF DIGITAL EXPERTS' FORUM



## DAY 2: WORKSHOPS - 4 JULY (THURSDAY)

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

08:15 **ARRIVAL & COFFEE**

**AM**

### KIDS/YOUNG ADULTS WORKSHOP

09:00 – 12:00 *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

09:00 – 12:00 *Make Your Own Viral Video Factory*

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

Room: CONTINUUM

### DATA WORKSHOP

09:00 – 12:00 *How to use data for media innovation and development*

**Anssi Komulainen**  
Chief Innovation Officer, Yle

Room: PRISM

12:00 *Lunch Break*

**PM**

### INTERACTIVE DOCUMENTARY WORKSHOP

13:30 – 16:00 *How to create your own mind-blowing interactive stories on the web*

**Marcel Duin**  
Online Storyteller, Micrio

Room: REFLEXION

### MOBILE WORKSHOP

13:30 – 16:00 *Find Your Mojo: How to create a digital content strategy using mobile journalism*

**Sanne Breimer**  
Digital Media Consultant

Room: CONTINUUM

### NEWS WORKSHOP

13:30 – 16:00 *Immersive Journalism: The Next News Experience*

**Nathan Griffiths**  
Visual/Immersive journalist

Room: PRISM

16:00 *Coffee Break (Auditorium Foyer)*

## CLOSING PANEL DISCUSSION

**Location:** Auditorium, Level 3A, Connexion Conference & Event Center, Nexus

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**, 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

END OF #ABUdigital 2019

Partners

