

(As of 6 June)



DAY 1 *Tuesday, 2 July*

Time	Programme
09:00	Opening & Welcome Remarks <ul style="list-style-type: none">Secretary General, Ahmed NadeemDirector of Programming, Yasu Nagahata
09:10	Stage Opening Host of ABU TV-CON 2024
09:20	Keynote Presentation – Khairy Jamaluddin a.k.a KJ, Media Personality “Digital Transformation & Its Impact on Media Consumption”
09:30	ABU PRIZES Winners’ Circle 1 (Children / Documentary) <ul style="list-style-type: none">Mina Youn, KBS-KoreaYuki Umehara, Senior Producer, Culture Division, NHK-Japan
10:00	ABU PRIZES Winners’ Circle 2 (Special Jury Prize) Hiroyuki Shirakawa, Senior Producer, Science Division, NHK-Japan
10:30	Refreshment Break
11:00	Panel Discussion: “Production & Distribution of Contents in Asia-Pacific” Moderator: Shivane Thapa, NTV-Nepal Panelists: <ul style="list-style-type: none">Dato’ Kamil Othman, Chairman, FINAS-MalaysiaNini Yusof, CEO of Media Prima & Primeworks Studios, MalaysiaLijun Wang Lijun, Director of SMG Documentary Centre, ChinaVikram Channa, Vice President and Head of Content & Products for Discovery Inc. East and South-East Asia
11:45	Drama / Entertainment Parade <ul style="list-style-type: none">A.Furkan Gundogan, Deputy Channel Coordinator TRT-TurkiyeABU Children’s Drama Series, THAIPBS-ThailandMr. Kazunori Aoki, Senior Producer, Entertainment Division, NHK
12:30	Lunch break
14:00	Content Showcase
15:30	Refreshment Break
16:00	60 Seconds Pitch
16:15	ABU Future Activities
16:30	Preview of Day 2 & 3
17:00	Closing

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DAY 2 *Wednesday, 3 July*

Time	Programme
09:00	Opening Remarks <ul style="list-style-type: none">- Director of Programming, Yasu Nagahata- RTM Director of Radio- Host of ABU RadioSonic 2024
09:15	Keynote Presentation – James Cridland, Radio Futurologist Topic: “The Future of Radio Content”
09:35	Member Spotlight – “Mediacorp Re-imagines Radio”
09:50	R/Audio – the next century (Panel Discussion) SBS, Media Prima, TRT, RRI
10:20	TBC
10:30	Short Break
10:50	Radio Around the World – “What radio/audio producers in Europe, US and Africa are focusing on” Nessa McCann, Radiodays
11:05	Podcasting – RRI, Indonesia
11:20	Cloud Products for Radio – Michael Low, RCS
11:40	Radio Drama – CGTN AI Micro Drama
11:50	Content Showcase - Entertainment – NHK Japan
12:00	The Power of Local Radio ACORAB, Mewat, BCRA
12:30	Lunch Break
14:00	Content Showcase - Radio Idol – MBC Korea
14:20	Hitting the High Notes – “How elevating women’s voices wins you bigger audiences” ABC Radio Australia, Pacific Service
14:35	Sounds Smart – How to monetize your podcasts, by ACAST
14:55	Short Break
15:15	Radio @100: A showcase of content excellence RTM, VOV, RRI, ABC, PRD (Thailand), ROR
16:00	Content Masterclass – News Reporting (VOV)
17:00	Preview of Day 3 & Closing

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DAY 2 *Wednesday, 3 July*

TV Masterclasses/Workshops

Time	MASTERCLASSES
11:00	ABU PRIZES CHILDREN CATEGORY Hello Baby Bird – Mina Youn, KBS-Korea
12: 30	<i>Lunch Break</i>
14:00	ABU PRIZES DOCUMENTARY CATEGORY Discharged by Death – NHK-Japan
15:30	ABU PRIZES SPECIAL JURY PRIZE Nature's Hidden Miracles: Episode 1 The Secret Life of Plants NHK-Japan
17:00	End

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#ABUdigital2024

DAY 3 *Thursday, 4 July*

Time	Programme
09:00	Opening Remarks Director of ABU Programming, Yasu Nagahata Host of #ABUdigital2024
09:15	Keynote Presentation – Rishad Patel, Splice Media, Singapore “Digital Media Overview in the Asia-Pacific”
09:30	International Audiences Digital Strategy ABC Australia
09:45	8K & 3DCG Broadcasting Ryutaro Okuno, NHK Japan
10:00	Beyond Ratings: How Strategic Storytelling and Data Analytics Influence Public Perception on TV Muzaffar Mustapa, Media Prima, Malaysia
10:15	ABU Prizes Digital Content Award Winner 2023 – “Why We Love Dunhuang” by CMG/CRI-China
10:30	Short Break
11:00	Exploring AI in Media: Leveraging AI to Enhance Audience Experience Kanokporn Prasitphon, Thai PBS, Thailand
11:15	How to Survive and Excel in the New Content Ecosystem RTM Malaysia
11:30	AI Governance & Public Service Media
11:45	TRT Türkiye Soud Hyder
12:00	Top Creator Engagement TikTok Shop
12:15	ABS-CBN Philippines Biena Magbitang
12:30	New Digital Frontiers
12:45	Closing
13:00	Lunch Break
14:30 - 16:00	WORKSHOP Getting Started with Unreal Engine

16:00 – 17:30

17th ABU Programme Bureau Meeting (PB Members Only)