



**Day 1**

**7 July 2026, Tuesday**

Time	Programme
09:30	Opening remarks by Director of ABU Programming, Aoki Kazunori
09:40	<p><b>Session 1: Media at a crossroads</b>            Senior leaders from public and regional media organisations discuss strategic priorities, content leadership, and industry transformation. This panel will explore how public media is adapting to shifting audiences, platforms, and expectations in a rapidly changing global landscape.</p> <p>Moderator: Andrew Davies, ABU Head of Radio</p> <ul style="list-style-type: none"> <li>Jean Phillip De Tender - EBU Deputy Director General, Switzerland</li> <li>Tshilidzi Davhana - SABC General Manager Factual Content, South Africa</li> <li>Claire Gorman - Head of ABC International Services, Australia</li> <li>Agnes Rozario - Chief Content Officer Astro, Malaysia</li> <li>Ashwad Ismail - Director General RTM, Malaysia</li> </ul>
11:00 - 11:30	<b>Coffee break</b>
11:30	<p><b>Session 2: Animating Growth</b>            Animation is redefining how stories connect with audiences. Hear from multiple experts on the creative, technical, and cultural forces driving the next wave of animated content.</p> <ul style="list-style-type: none"> <li>Majima Ryo, Honda Shinichiro, Sony Music, Japan</li> <li>Dani Uzair – UiTM, Faculty of Animation, UiTM Malaysia</li> <li>Faruk Guven – TRT</li> <li>Karyabudi - Les Copagues</li> </ul>

	<ul style="list-style-type: none"> <li>MYTV</li> </ul>
12:30	<b>Lunch break</b>
14:00 - 16:00	<p><b>Session 3: Workshop – Speaking to an Audience</b></p> <p>Traditional broadcasting speaks to the general public. Digital content succeeds when it speaks clearly to a specific audience.</p> <p>This interactive workshop introduces broadcasters to an audience-first approach to developing podcasts, video programs, and digital content. Through guided exercises and small-group discussions, participants will define a target audience, shape a content idea specifically for that audience, identify the value the audience receives from the content, and practice describing the idea in a way that encourages people to listen, watch, and share.</p> <p>Designed specifically for broadcasters, the session focuses on practical editorial thinking rather than technology or platforms.</p> <ul style="list-style-type: none"> <li>Eric Nuzum, Co-Founder of Magnificent Noise / Creator of Iconic Podcasts, USA</li> </ul>
16:00	Refreshment and End of 1st Day



2026

DAY 2

8 July 2026, Wednesday

Time	Programme
09:30	<b>Welcome &amp; Opening Remarks</b> <ul style="list-style-type: none"> <li>Ahmed Nadeem, Secretary General ABU</li> <li>Ministry Official</li> <li>Danielle Heinecke, Australian High Commissioner to Malaysia</li> </ul>
09:40	<b>Group Photo</b>
09:45	<b>Stage Opening</b> Cultural Performance
10:00	<b>Session 4: Conversation with Eric Nuzum</b> Eric Nuzum, Co-Founder of Magnificent Noise / Creator of Iconic Podcasts, USA
11:00	<b>Refreshment Break</b>
11:30	<b>Session 5: Scroll, Stream, Engage: Capturing the Next-Gen</b> <b>Summary: How media organisations in Europe, Asia-Pacific and Africa are shifting their approach to the creation and distribution of content to reach younger audiences.</b> <ul style="list-style-type: none"> <li>Jean Phillip De Tender, EBU Deputy Director General, Switzerland</li> <li>Claire Gorman, Head of ABC International Services, Australia</li> <li>Tshilidzi Davhana, General Manager Factual Content, SABC, South Africa</li> <li>Debarati Guha, Director of Asian Programmes, Deutsche Welle, Germany</li> <li>Shirakawa Hiroyuki, NHK, Japan</li> </ul>
12:15	<b>Session 6: A FAST Future</b> <b>Free Ad-Supported Streaming TV (FAST) channels offer new opportunities—and new challenges. This session will explore how they differ from traditional TV, commercial models, and the battle for discoverability in the FAST landscape.</b> <ul style="list-style-type: none"> <li>Jasmine Low, EQN Activation Malaysia-Australia</li> <li>He Wei Wei, CMG/CGTN-China</li> </ul>

12:45	<b>Lunch break</b>
14:00	<b>Performance - KLP48</b>
14:20	<b>Session 7: Building Digital Communities</b> <b>How do you create a digital community around a brand, product, podcast or TV show? Hear from five leading creatives as they share their strategies, experiences, and lessons learned from building engaged, loyal communities.</b> Moderator – Zaidel Baharuddin <ul style="list-style-type: none"> <li>Nori Abdullah, Kita Family Podcast, Malaysia</li> <li>Rhys William, Mat Salleh Cari Makan, Malaysia</li> <li>Maruyama Daisuke, Producer, LDH, Japan</li> <li>Danielle Chong, Founder, TParty Digital Malaysia</li> </ul>
15:20	<b>Refreshment Break</b>
15:35	<b>Session 8: From Experiment to Impact</b> <b>A rapid-fire showcase of innovative content projects that provide fresh and engaging experiences for audiences.</b> <ul style="list-style-type: none"> <li>Shiva Ruppeni – KJ educational app</li> <li>Tsutsumida Kenichiro, Silkroad (Archive × AI × VR), NHK Enterprise</li> <li>Shimazu Rihito, NHK</li> <li>Park Sangwook, Producing history documentaries that can appeal to younger audiences using AI and XR technologies, KBS</li> <li>Andi Permadi, How RRI is implementing new digital tools in content production</li> <li>Peter Scott, RT (video)</li> <li>Ta Bich Loan- Media Ai Lab, Vietnam, AI &amp; Press</li> </ul>
16:35	<b>Session 9: Fireside Chat - Beyond Broadcast: What Creators Know That Networks Don't</b> <b>What four creators built without infrastructure, budget or permission, and what broadcasters can take from it.</b> <b>Moderator: Shiva Ruppeni</b> <ul style="list-style-type: none"> <li>Ling Yah, Content Creator, Malaysia</li> <li>Bernard Hiew, Musang King Group CEO, Content Creator, Malaysia</li> <li>Caprice, Content Creator, Malaysia</li> <li>Ili Ruzanna, Content Creator, Malaysia</li> </ul>
17:15	<b>Closing</b>
19:00	<b>Welcome Dinner</b>



**DAY 3 Thursday, 9 July 2026**

Time	Programme
09:30	<p><b>Session 10: Short, Sharp, and Scalable: The Rise of Micro-dramas</b> Micro-dramas are reshaping serialized storytelling through short-form and mobile-first formats. This session explores why they're scaling fast, how they're produced, and what the growth means for creators and commissioners.</p> <ul style="list-style-type: none"> <li>Ikhsan Sukiman - RTM, Malaysia</li> <li>Dipashree Das – Ex Amazon</li> <li>James Reeve - Fresh Slate</li> <li>Craig McCosker - ABC, Australia</li> </ul>
10:10	<p><b>Session 11: Trusted Media in Times of Crisis</b> This session will look at the role media plays during crises, natural disasters and emergencies. Themes include coordination, media information literacy and technological preparedness.</p> <ul style="list-style-type: none"> <li>Indra Singh, ABU Director of News, Malaysia</li> <li>Fujishita Wataru, Executive Controller, NHK</li> <li>Inoue Tomohiro, Head of Science Programs, NHK</li> <li>Debarati Guha, Deutsche Welle, Germany</li> <li>Nargiza Numanova, Head of ABU Secretary-General Dept</li> <li>Boris Raonic- Director General, RTCG, Montenegro</li> <li>Dr Mohsen Sohani, Head of Radio Drama, IRIB (5 minute video)</li> </ul>
10:50	<b>Refreshment Break</b>
11:00	<p><b>Session 12: The Rules of Content: Copyright, AI and Platform Influence</b> Covering the legal and rights fundamentals every content-maker needs to know, this session explores rights ownership and evolving regulatory frameworks.</p> <ul style="list-style-type: none"> <li>Haruyuki Ichinohashi, Chair of ABU IPLC, Japan</li> <li>Milen Mitev, Director General Bulgarian National Radio, AI regulation and legal remedies against platforms abuse of power</li> <li>Abdollah Amirkhani, IRIB</li> </ul>
11:30	<p><b>Session 13: New Voices, New Futures: From vision to leadership</b> How young filmmakers are not only shaping the creative landscape with fresh perspectives but also stepping into leadership roles. Moderator:</p>

	<p>Moderator: Norashikin Zaharuddin, Walkabout Asia, Malaysia</p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>Bernard Lim, Filmmaker</li> <li>Agnes Yap, Filmmaker</li> <li>Tun Razak Foundation</li> <li>Think City</li> </ul>
12:30	<b>Lunch Break</b>
14:00	<p><b>Session 14: Science That Sticks: Reaching Gen Z in the Scroll Era</b> A behind-the-scenes look at translating complex science and health information into engaging short-form social media content. Exploring audience-first thinking, fighting misinformation, and how legacy media can evolve to bring educational content to younger audiences.</p> <ul style="list-style-type: none"> <li>Maddie Massy science communicator, presenter and content creator</li> </ul>
14:45	<p><b>Session 15: Crossing Borders, Keeping Roots: Culture in Motion</b> As culture moves through media and technology, creators turn tradition into motion —reshaping content, storytelling, music, and identity. This session discusses how culture is continually evolving through the media and how our roots help fuel what's next.</p> <p>Moderator: Thinley Yangchen Dorji, BBS, Bhutan</p> <ul style="list-style-type: none"> <li>James Reeve – Fresh Slate</li> <li>Tourism Malaysia / Dato' Asfarena from Batik Industry</li> <li>Dan Santa, Director of International Relations, ROR, Romania</li> <li>Justine Kelly – Manager, Audio Output and Strategy, ABC International</li> </ul>
15:30	<b>Refreshment Break</b>
16:00	<p><b>Session 16: Fresh Voices, Bold Ideas</b> New and emerging media professionals and senior practitioners examine industry expectations, barriers to entry, and the importance of mentoring, training, and clear career pathways in shaping the next generation entering the media industry.</p> <p>Moderator: Claudine Ryan, ABC, Australia</p> <p>Victoria Teng, Swinburne University student</p> <p>Dani Uzair, UiTM Student, Animation Faculty</p> <p>Nessa McGann, Senior media executive, project leader, and consultant</p> <p>Tomidokoro Satoshi, Sound Designer, NHK, Japan</p> <p>Issada Aisiri (Aim), ThaiPBS</p>
16:45	<b>Session 17: Pitching Session</b>
17:30	<p><b>Invitation to Upcoming Events</b> Closing remarks by Director, ABU Programme Department</p>