



Day 1 Tuesday 7 July 2026
Next-gen content and culture

Time	Programme
9AM Coffee break 10:30 - 10:45	Workshop - Storytelling Hit Making and Audiences First Approach work Brief: This hands-on workshop explores how successful creators and commissioners identify, design, and refine stories with the audience at the center. Participants will examine practical development frameworks, the use of audience personas, changing consumption behaviors, and methods for testing ideas before full production. Expect applied learning, and examples teams can bring back to their organizations.
12:30	Lunch break
14:00 - 15:30	Panel Discussion (4-5 participants) Brief: Industry leaders discuss how cultural shifts, audience expectation and platform eco-systems are redefining with what resonates.
15:30 - 16:00	Coffee break & Networking
16:00	End of 1 st Day



DAY 2 Wednesday, 8 July 2026

Time	Programme
09:00	Welcome & Opening Remarks <ul style="list-style-type: none"> • ABU Secretary General, Ahmed Nadeem • Ministry Official, Ministry of Communication, Malaysia
09:20	Stage Opening <ul style="list-style-type: none"> • Performance • Introduction of CON-FEST's Host
09:35	Keynote talk
10:15	Refreshment Break
10:30	Content trends (video, audio, digital) 2 speakers Brief: This session compares regional and international perspectives on how broadcasters are evolving formats, workflows, and engagement models to reach and engage younger audiences. What are the expectations, projects and reality in audience engagement, and where broadcasters/ media organisations need to reach maximum engagement.
11:15	Content Innovation Showcase Brief: A rapid-fire showcase of projects demonstrating experimentation across archives, immersive technology, the use of generative AI in creating short-form educational content. Speakers share both creative ambition and practical implementation realities.
12:30	Lunch break
14:00	<ul style="list-style-type: none"> • Performance
14:10	Building a community/brand around a show Brief: Creators and strategists explore how to build, grow and expand digital communities/fan-bases around shows/brands/digital products. Discussion includes fostering two-way engagement, social strategy, partnerships, and examples of fans/communities having a direct impact on content creation.
15:10	Refreshment Break
15:20	FAST Channel Showcase x 3 Brief: An overview of Free Ad-Supported Streaming TV, including content strategy, monetisation, and discoverability challenges.
15:45	Fireside chat – Content Creators Success & Failures x 4 Brief: Content creators reflect candidly on projects that worked, projects that did not, and what media organisations can learn from both.
16:30	Closing
17:00	Welcome Dinner



DAY 3 Thursday, 9 July 2026

Time	Programme
09:00	<p>Microdramas</p> <p>Brief: An overview of the microdrama trend- what are the most popular genres, how do production models work, the impact of microdramas on IP expansion, the use of AI as part of the production process, revenue potential.</p>
10:20	<p>Animation-themed session</p> <p>Brief: Studios and media companies highlight trends in animation financing, cross-border collaboration, character longevity, and brand/content expansion.</p>
10:50	<p>Refreshment Break</p>
11:00	<p>Rights and legal basics for media</p> <p>Brief: Experts outline essential knowledge for commissioners and producers, covering rights management, co-production considerations, and emerging regulatory realities.</p>
11:30	<p>Emerging talent</p> <p>Brief: Screenings from young filmmakers spotlight new voices, followed by information on support pathways and funding opportunities.</p>
12:30	<p>Lunch Break</p>
14:00	<p>Unique strengths of media during emergencies</p> <p>Brief: Speakers examine how trusted media organizations serve audiences in times of crisis, including coordination, credibility, and technological preparedness.</p>
14:30	<p>Culture panel</p> <p>Brief: A conversation on how cultural identity travels across borders and platforms while retaining nuance and local meaning.</p>
15:15	<p>Refreshment Break</p>
15:30	<p>Next Gen Voices</p> <p>Voices from younger generation about challenges, opportunities and how established media can retain them/ give them a voice</p> <p>Brief: Young professionals share expectations of the industry, barriers they encounter, and what institutions can change to remain attractive workplaces and partners.</p>
16:30	<ul style="list-style-type: none"> • Pitching Session <p>Brief: Selected participants present project ideas to decision-makers, encouraging collaboration and potential co-production pathways. This session is also an opportunity for people to highlight problems or challenges they're dealing with and ask for support.</p>
17:15	<ul style="list-style-type: none"> • Invitation to Upcoming Events • Closing