

## **Asia Media Summit 2016**

### **– A Unique Media Showcase in Incheon, Republic of Korea**

INCHEON, KOREA – The 13<sup>th</sup> Asia Media Summit looks set to impress. The august annual event is organised by the Asia-Pacific Institute for Broadcasting Development (AIBD) and co-hosted by the Ministry of Science, ICT and Future Planning (MSIP) of the Republic of Korea and the National IT Industry Promotion Agency (NIPA), and will be held in Incheon, Korea from 24 to 26 May 2016.

With the theme “New horizons for Media Content: Asia and Beyond”, the AMS 2016 expects to gather some 400 top-ranking broadcasters, decision makers, media professionals, regulators, scholars, and stakeholders from within and outside the region. The theme looks at the potential of broadcasters to harness new technology, collaborative spaces, and innovative formats to transform their media content for a wider audience. In particular, the Summit seeks to expand the boundaries of conceptualization and creation of content for broadcasters in the industry.

In his message to the AMS, Dr Ban Ki-moon, Secretary-General of the United Nations commends the AIBD for once again bringing together media leaders and practitioners from across the region and beyond to exchange experiences and ideas. He lays out the rising humanitarian needs, natural disasters and climate change as examples of main global challenges, to which the 2030 Agenda for Sustainable Development provide some solutions. Secretary Ban calls on the media to work together with UN to help achieve those goals. He stresses the importance of free and responsible media, and pledges to continue to speak out for press freedom and the free flow of information. He urges all Governments, politicians, businesses and citizens to commit to nurturing and protecting an independent, free media.

Mr Frank La Rue, the Assistant Director-General for Communication and Information, UNESCO, in his welcoming message to the participants to the AMS regards people’s media, like self-regulation, peer scrutiny and responsiveness to the audience as critical to the media sector fulfilling its potential as a voice for all citizens, including carrying debate and information. In Mr La Rue’s opinion the media sector represents perhaps the greatest potential of almost any actor in “leading by example”, setting the tone for tolerance through diversity, pluralism and editorial independence.

Five pre-summit workshops will also be held from 22 - 23 May 2016, focusing on a diverse variety of topics such as digital broadcasting, data journalism, social media analytics/statistics, radio content and the use of drone technology for TV production.

The event will feature quite a few prominent luminaries from the world of media and broadcasting. These include Ms Francesca Unsworth, Director, World Service Group, British Broadcasting Corporation (BBC), United Kingdom; MrLv Peng, President, Shandong TV, China; Mr Sami Zeidan, Senior Presenter, Al Jazeera English, Qatar; MrGuejo Jo, Vice President, Educational Broadcasting System (EBS), Korea as well as Minister of Information, Bangladesh, MrHasanulHaqInu and Minister of Information, Cambodia, MrKhieuKanharith. The keynote address will be delivered by Mr Choi Yanghee, Minister, Ministry of Science, ICT and Future Planning (MSIP) of the Republic of Korea.

The AMS 2016 will also be a platform for AIBD to officially launch or announce several milestone projects that the Institute has undertaken in the past year. Among these notable achievements the AIBD Annual Media Research (AAMR), a pioneer research initiative; the new international award, the Golden Bridge Awards on Intercultural Understanding; and AIBD's media proposal on the United Nation's Sustainable Development Goals launched in September 2015. Aside from these, AIBD will be publishing a list of current and proposed training activities in the coming year to show its drive to raise broadcasting standards among its 26 member countries and over 60 affiliate members through a wide array of targeted in-country and regional workshops and seminars.

More information on the Asia Media Summit can be found at [www.aibd.org.my/ams](http://www.aibd.org.my/ams).