

# Asia Media Summit 2005

May 9 - 11, 2005 - Kuala Lumpur  
Broadcasters’ Contribution to the World  
Summit on Information Society (WSIS),  
December 2005 in Tunis

DAY 1

May 9, 2005

## PLENARY

08:30 - 09:30 Inauguration and Opening Address

09:30 - 10:00 - COFFEE BREAK

10:00 - 11:30 Session 1 - The Cultural Challenge to Globalization

- Is globalization necessarily opposed to cultural diversity?
- The interplay of globalization and culture.
- Different broadcasters responses to globalization.
- The experience of Murdoch and Star TV in the Indian subcontinent.

11:30 - 12:30 Session 2 - Freedom of Expression vs. Media Ownership: Media Monopolies - Just Another Business Venture?

Exploring the possibility of freedom and diversity of expression might not be good business. Can media owners give people a voice and prosper? Can citizens give media owners a voice and benefit from a dialogue?

Can the market place thrive while practicing responsibilityand ethics? What happens when professional ethics clash with commercial or political interests? Who calls the shots?

12:30 - 13:45 - LUNCH BREAK

14:00 -15:30 Session 3 - Ethical Standards in Treating Violence and Controversial Issues- “Peace Journalism”

During war and violent conflicts, if horror and brutality are the real problems-should we let media coverage be a free for all, the bloodier the better, to act as a deterrent?

Should we consider banning horrifying and brutal drama entertainment?

Is there a common understanding/standard between broadcasters from various countries on controversial issues such as violence and political conflicts?

15:30 - 16:00 - COFFEE BREAK

## WORKSHOPS:-

16:00 -17:30 Workshop 1 - Copyright Issues of Digital Content - Who Gains, Who Loses?

- Is the protection of copyrights merely a technical problem? If so, what solutions can we consider?
- Do self-employed risk-takers deserve different treatment from salaried, publicly employed authors?
- Is a fundamental rethink of the concept worthwhile?

Workshop 2 - Asia through Asian Eyes

This would be an opportunity for media professionals in Asia to turn the spotlight on themselves.

Asia and the Pacific as represented in the Asian media; Concrete examples of where and how.

DAY 2

May 10, 2005

## PLENARY

08:30 - 10:00 Session 4 - Media and Religion

How do the media handle religious issues in news or other programming?

What implied but influential notions on religion are being transmitted and upheld by the media?

How secular are the secular media? Do they tend to denigrate religious beliefs other than those accepted by the majority on their societies?

How do the media concieve their role with regard to balanced information about religion? Globalization, nationalism, and international understanding: Can the notion of nationalism be pluralistic and accommodating?

Media and media people often actively propagate and support the concept of a national “we”. This “we” is often exclusivist with regard to ethnic and religious groups in their own nations and more so in relating to other nations.

How can we strike a balance between nationalism and internationalism? We examine the pivotal role of the media as nation builders in a globalizing world.

10:00 - 10:30 - COFFEE BREAK

10:30-11:30 Session 5 - Citizens of the Future: Children and the Media

Children/youth are increasingly vulnerable in the contex of media-especially since the media in many parts of the world are focusing on attracting young audiences.

11:30 - 12:45 Session 6 - The State of Public Service Broadcasting-One Year after the BBC Crisis

- Is broadcasting any different from schools, hospitals, the military or other “public services”?

- How do they service the public?

- Broadcasting in the interest of the public

- Who are the public?

- Some see the BBC, as the first and worst of the monopoly broadcasters in the world. How does the BBC actually service the British public?

- Public funding of public broadcasting

12:45 - 13:00 Workshop reports of Day One

12:45 - 13:45 - LUNCH BREAK

14:00 - 15:30 Session 7 - Human Rights, Media Independence and the War on Terror

We look at the War on Terror vs Freedom of Expression and right to information. Manipulation of and by the media. Do the media accept a particular definition of terrorism and keep silent on other forms and aspects of terrorism? Media's role as the borderline between governments and terrorists.

The phenomena of satellite technology, centralization and media conglomeration in the Asian context and its impact on plurality, media freedom and people's right to information and communication. Could Asia speak out? Why and how?

15:30 - 16:00 - COFFEE BREAK

## WORKSHOPS:-

### 16:00 - 17:30 Workshop 3 - Digitizing Audiovisual Archives, a Key Challenge to Preserve Cultural Heritage

The preservation of audiovisual heritage has become a major concern for all broadcasting and archives organizations throughout the world. Traditional archives are endangered due to the frailty of their physical nature, and require immediate action to preserve them. In addition, tremendous amount of image and sound produced, call for new management tools to store and use the data. This session will provide the opportunity to address the various aspects of media archiving and look for successful migration plans to digital standards and examines various tools developed to achieve preservation of archives at lower costs.

### Workshop 4 - Does Gender Awareness Lead to Better Programming and Good Business?

- Some practical aspects of gender-sensitive journalism
- Gender-aware conflict reporting
- Integrating gender sensitivity into all media content
- Gender issues relating to professionals in media organizations

## DAY 3

■ May 11, 2005

## PLENARY

## SPECIAL SESSIONS

The Arab States Broadcasting Union (ASBU), the Southern African Broadcasting Association (SABA) and AIBD will demonstrate the rich culture, history, heritage and beauty of cultural diversity in the Arab world, the African continent and the Asia - Pacific region.

Emphasizing on the rich civilizations of the countries in these regions and focusing on cultural diversity as a source of strength for the international community, broadcasters from Arab and African countries will get together with broadcasters from Asia and the Pacific for a Media Dialogue to foster cooperation amongst media professionals in African, Arab and Asian countries.

### 08:30 -10:30 Session 8 - Afro-Asia Media Dialogue

10:30 - 11:00 - COFFEE BREAK

### 11:00 -13:00 Session 9 - Arab-Asia Media Dialogue

12:15 - 13:45 - LUNCH BREAK

### 14:00 -14:15 Workshop reports of Day Two

### 14:15 - 15:30 Session 10 - Privatization of the Broadcast Media: Commercial Interests, Market Driven Programming and Ratings

Is the media market an arena where competitors vie for profits, or do they primarily compete for attention? Is increased competition really serving the public interest? Does development communication work? How widespread is the concentration of ownership of broadcasting organizations in Asia?

Imposing licensing criteria: content regulation vs. freedom of the media. Views from state and public service broadcasters, private channels, regulators/ broadcasting commissions, politicians/MPs dealing with media issues, national and international development agencies.

15:30 - 16:00 - COFFEE BREAK

### 16:00 - 17:30 Session 11 - Open Dialogue with the United Nations: What Role does the UN have in the New World Order?

As an association of nation states, does the UN wish to actively engage with and work on contributions from the private and non-government sectors?

### Presentation of Asia-Pacific Broadcasters Contribution to the WSIS, December 2005 in Tunis.

## SPECIAL SESSIONS ON MAY 11, 2005

### 08:30 Afro-Asia Media Dialogue

### 10:30 Arab-Asia Media Dialogue

## Registration:

Media professionals can register online through the AIBD Website: <http://www.aibd.org.my/or>

No registration fee for Public Service Broadcasters around the globe, AIBD members, AIBD affiliates, AIBD partners and conference speakers. Registration fee for private networks, institutes and individuals is US\$1,200.00 which includes the following:

- 4 nights accommodation in a 5-star hotel in Kuala Lumpur
- 4 Breakfast, daily coffee breaks, 3 lunches and 2 dinners for the period of the AMS2005
- Seminar package, documents, speeches, bag and other conference materials
- A free copy of the report of the conference will be mailed 5 months after the event

Registration fee for Malaysian based private networks, institutes and individuals is RM800.00, inclusive of the above-mentioned services and logistics excluding accommodation.

### Supported by:

The United Nations - UN  
The International Telecommunication Union - ITU  
United Nations Educational, Scientific and Cultural Organization - UNESCO  
United Nations Children's Fund - UNICEF  
United Nations - Economic and Social Commission for Asia and the Pacific - UNESCAP  
Ministry of Foreign Affairs - France  
Asia-Pacific Broadcasting Union - ABU  
Arab States Broadcasting Union - ASBU  
Asia Media Information and Communication Centre - AMIC  
Asia Europe Foundation - ASEF  
Commonwealth Broadcasting Association - CBA  
China Central Television - CCTV  
European Broadcasting Union - EBU  
Friedrich Ebert-Stiftung - FES  
Pacific Islands Broadcasting Association - PIBA  
Prix Jeunesse - PJ  
Radio Television Malaysia - RTM  
Southern African Broadcasting Association - SABA  
Swiss Agency for Development and Cooperation  
Thomson Foundation - TF  
World Association of Community Radio Broadcasters - AMARC  
World Radio Television Council - WRTC

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Kuala Lumpur



Organised by  
Asia-Pacific Institute for Broadcasting Development (AIBD)