



**COOPERATION AGREEMENT BETWEEN ITU
& AIBD ON ASIA MEDIA SUMMIT 2008 &
PRE-SUMMIT ACTIVITIES**



Duration, date: 3 days, 24-26 May 2008 (Pre-Summit Activities),
2 days, 27-28 May (Asia Media Summit 2008)

Venue: Nikko Hotel, Kuala Lumpur, Malaysia

Language: English

Executing Agency: Asia-Pacific Institute for Broadcasting Development (AIBD), Kuala Lumpur, Malaysia
in collaboration with ITU (BDT)

Brief Description: ITU (BDT) will provide expertise and contribution for ASP fellowships to AIBD in view to participate to the above-mentioned Summit & Pre-Summit activities (Action 9685).

Organisation	Signature	Date	Name/Title
For AIBD	_____	_____	Javad Mottaghi Director
For ITU	_____	_____	Sami Al Basheer Al Morshid Director of BDT

Annex: Agenda

Asia Media Summit 2008 and Pre-Summit Activities

Organized by AIBD

24-28 May 2008,

Nikko Hotel, Kuala Lumpur, Malaysia

1. Background

The fifth Asia Media Summit (AMS-08), one of Asia's premiere media events in Asia-Pacific, takes a hard look at the continuing media explosion that is affecting government, business and society. Set on 27-28 May 2008 in Kuala Lumpur, the AMS focuses on the **theme 'New Visions'** to emphasize the need for new strategies, innovative and creative approaches, and best practices that will enable media and its key stakeholders to move forward in the changing competitive media landscape. The AMS-08 will feature a total of eight plenary sessions and 30 key speakers are lined up for the two-day conference. It will also have at least eight pre-Summit workshops and seminars on 24-26 May.

For the last four years, the number of delegates to the AMS has increased, and the quality of participation has improved. **In 2007, more than 400** participants joined the three-day conference, an increase of over 15% compared to 2006. More than 75% of the participants are CEOs, managing directors, senior managers of key departments in broadcast, print and online companies, and heads of government ministries, NGOs and academic institutions involved in media affairs. About 65% come from Asia-Pacific, followed by 15% each from Europe and Africa.

The AMS-08 has truly become a global platform for engaging the decision makers to continue the conversation about industry issues and their impact on development and society. The AMS-08's added value is the participation of more than 28 regional and international partners and supporting organisations.

As a key stakeholder in this global media gathering over the past years, AIBD has **included ITU as a co-sponsor of the AMS-08** once again to be part of this important media event.

AIBD is expecting **about 500** high-ranking participants from across the continents to attend the AMS-08, which requires more funds enabling AIBD to mount this global media dialogue.

2. Aims

The theme will focus on "new Visions" to address the media explosion-talking place in technology, software and content. The AMS-08 will examine emerging trends and evolving strategies in a media convergent environment. It will also focus on mobile TV and Internet TV that are increasingly becoming popular, the phenomenon of user-generated content that have transformed viewers as both consumers and producers of content, and new forms of journalism that are changing newsrooms and management styles.

3. Objectives

The changing competitive media landscape call for new visions, characterized by a mix of effective strategies, innovative approaches, and best practices that benefit both business and society. The AMS-08 promises to feature more dynamic conversation among broadcasters.

4. Duration

The pre-summit events will be held over 3days from 24 – 26 May 2008. The AMS-08 will be for 2 days from 27 – 28 May 2008.

5. Proceedings

The plenary sessions take on various formats to include debate, face-to-face interview, panel discussion, case studies and audience interaction.

6. Facilities extended free of charge to ITU

- a. Allocation of a 3m x 3m space in the exhibition area.
- b. Inclusion of ITU logo on the stage backdrop, flyers, AMS-08 booklet, AIBD website and other communication tools, in accordance with the conditions stipulated by ITU in that respect.
- c. Networking with decision makers from broadcast companies and its key stakeholders across continents.
- d. Access to the speakers and participants.

7. Participants

Participants are mostly decision makers, from CEOs to managers, regulators, academics, heads of programming and news editors of both state and private media organizations within and outside Asia-Pacific.

8. Inputs

ITU will provide financial support to AIBD for ASP fellowships in view to participate to the AMS-08 & its Pre-Summit activities. ITU will provide an expert for delivering presentation. AIBD is responsible for all other aspects of the organization of theAMS-08, including, inviting speakers and participants, managing administrative arrangements for participation and fellowships, etc.

9. Programme Schedules for Pre-Summit Activities and AMS-08

Pre-Summit Activities & AMS-08			
No	Titles	Date	Time
1	Roundtable Discussion on Asia-Pacific Approach to PSB	24 - 25 May	0900 - 1700
2	AIBD-WRTVC Workshop on Media Quality	25 May	0900 - 1700

	Management		
3	AIBD-TF Workshop on TV News Management	25 - 26 May	0900 - 1700
4	Workshop on Media Laws	25 - 26 May	0900 - 1700
5	Seminar on Asia-Pacific Media AIDS Initiative	26 May	0900 - 1700
6	AIBD-NHK Regional Workshop on HDTV Technology	26 May	0900 - 1700
7	Meeting of the AIBD / WGM Standing Committee on "Global Media Centre for Development (GMCD)"	26 May	0900 - 1700
8	Workshop on Fighting Stereotypes: Identity, Gender	26 May	0900 - 1700
9	Asia Media Summit	27 - 28 May	0900 - 1730

10. Privileges and Immunities of ITU

Nothing in this Agreement shall constitute or be interpreted as a waiver or renunciation of the privileges and immunities which ITU enjoy by virtue of the international treaties and agreements or national laws applicable to it.