

Conference Organiser



Hosted by

CNR 中央人民广播电台

RadioAsia 2016

Let Us Talk Radio

RADIOASIA2016 CONFERENCE

**25 – 27 April 2015,
Beijing, China**

Let us talk Radio. Despite apprehension in some quarters on the future of radio broadcasting, the momentum of change in the radio industry is accelerating. New technologies, and the services such technologies can provide, are emerging in quick succession, accessing new audiences. Forward-looking radio broadcasters are finding new pathways to enhance the content of the services and their engagement with audiences.

The “Digital Wave” signifies an era of new platforms enabling audience participation and interaction. With an insatiable quest for newer, highly mobile and more immersive experience, radio content creators and journalists have added a new dimension to the media landscape.

Radio is wooing audiences across the social media platforms and providing content on multiple mobile and stationary smart devices. The process of transformation does not stop there, it moves on.

Quality content keeps radio moving and exciting changes in content creation are taking radio content to a higher level, providing an opportunity for the industry to be ahead of others in the market.

Growth of media services and consumption patterns are not the same around the world. Some regions are typically more inclined towards radio as their preferred source of media consumption than others.

Radio is all over the place, in cars, stores, the workplace, online - no matter where you are. Radio can remain as a direct link for men and women to share information with others in their own communities and help to connect with other communities. The young generation needs to tell its stories. Radio should provide easily manageable platforms to this generation to remain connected.

So let us talk Radio.

RADIO WORKSHOPS

Day 1: 25 April 2016 (Monday)	
Sponsored Workshop 1 0900 - 1030	Smartphone - The Journalists Main Tool Facilitator:
1030 - 1100	Coffee Break
Sponsored Workshop 2 1100 - 1230	Role of Radio in Emergency Situations Facilitator:

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CONFERENCE PROGRAMME

Day 1: 25 April 2016 (Monday)	
Opening 1400 - 1430	Opening Emcee: Welcome Remarks: ABU Ministerial Address:
Industry Session 1430 - 1530	Chair: Invited Address: Radio in Europe: Radio Industry Keynote: Total Digital Radio Landscape: Ms Joan Warner, Chief Executive Officer, Commercial Radio Australia and Vice-Chair World DMB Forum
1530 - 1600	Coffee Break
Session 1 1600 - 1730	Storytelling: The Power of Radio Radio is the 'theatre of the mind'. It creates beautiful imagery of words and music in the minds of audiences. The art of storytelling on radio requires great skill and vivid imagination. How to tell the story in an engaging way? How to use the special qualities of sound alone? How are mobile phones offering a new dimension to storytelling? This creative power of radio manifests itself and engages all sections of the audience.
GALA DINNER – TBC	
Day 2: 26 April 2016 (Tuesday)	
Session 2 0900 - 1030	Radio on the Move: A New Audience Radio audiences use mobile platforms and devices to consume radio. This segment of the audience offers a great opportunity for radio broadcasters to create more engaging and participatory content. Radio is a multimedia player over the air broadcasting and on the Internet, with digital radio offering video and text based I content. OTT and radio streaming are another area that provide opportunities for audio content distribution. This session will address how content is leveraged to engage the audiences on the move. Radio Streaming and Audio OTT:
1030 - 1100	Coffee Break

Session 3 1100 - 1230	Public Service Broadcasting: Leading the Radio Marketplace Public service radio is a major tool for the development process and social change in many parts of the world. It focuses on issues relating to education, health, environment, and agriculture and rural and community development. It can also help audiences to build bridges to connect with each other. Most public service radio broadcasters have re-invented themselves to meet the needs of the audiences. For some, connecting with audiences and actively engaging with listeners may need more innovation. This session addresses how this has been achieved. Chair: Challenges of Public Service Radio FM Radio in China Managing Public Radio
1230 - 1400	Lunch
Session 4 1400 - 1600	Case Studies: Leading the Way in Competitive Markets New strategies are needed for content creation, marketing and advertising revenue for radio. While younger audiences seek entertainment and music, more mature listeners enjoy infotainment. All the time, content creators and marketing experts have to re-invent their offerings. What are the key areas they should focus on? What are the methods employed by smaller stations and national-level broadcasters to stay ahead of the competition. Chair: Radio's Story in China – Covering large Populations in Asia: Radio's Developmental Role: Development and Future of Community Radio: FM Radio - How it Survives and Thrives:
Conference Concludes	
4th ABU Song Festival 2016 Gala Event	

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MEDIA2020 CONFERENCE

27 April 2016, Beijing

Theme: Taking the Media Forward

Media2020 is a meeting place for Radio and TV broadcasters of Europe and Asia-Pacific. A platform to network, keep in touch and benefit from each other's experience. The 2016 edition of the conference will be held just after the RadioAsia2016 conference at the same venue in Beijing.

We are in the midst of a digital revolution, a brave new world for content producers and consumers alike, and a daunting challenge for the traditional gatekeepers of programming. In the new world order, empowered viewers can now decide how, when and where they will be informed and entertained. Who wins and who loses? How can broadcasters successfully survive through the adoption of new media strategies?

The challenge for the media in the information age is to continue to deliver rich content across a range of platforms. Consumers, who have ever greater choice, need to be "grabbed" by the content otherwise they will just hit the button and jump to other platforms.

Broadcasters are creating content with audiences, not just pushing content out at them. Collaborative content is the key to the future, not just about the content we are making, but it is the content that we share that will drive us to the future. The partnership with audiences will help the broadcasting media to be successful and enhance public trust.

Broadcasting is at the forefront of raising awareness of environmental issues through Green Radio and Green TV, leading the people on global warming issues. The importance of media in the aftermath of natural disasters is widely recognised. The rapid response of the broadcast services helps to fill the information vacuum. Both radio and TV assist the affected population in getting over the difficulties, both emotional and physical.

The Media2020 Conference 2016 is the confluence of broadcasters from Europe and Asia. It would be interesting to know eminent broadcasters of the two regions address industry developments in their respective areas.

CONFERENCE PROGRAMME

27 April 2016 (Wednesday)	
Opening 0900-09.30	<p>Opening EMCEE:</p> <p>Welcome Remarks: CNR</p> <p>Welcome Address: ABU</p> <p>Invited Address: Radio Romania</p>
Round Table Session 0930-1030 (All Media Session)	<p>UHDTV and Surround Sound: The New Paradigm</p> <p>The future is very high definition images and immersive sound that carries the viewer to the location of the event, becoming a part of it. While many TV broadcasters are still grappling with the production requirements of content production in UHDTV, production of the accompanying multi-channel surround sound is no less complex. This session will look at these issues, identifying how TV broadcasters can actually proceed on the path to UHDTV.</p>
1030.1100	Coffee Break
Session 1 1100-1230 (Radio Session)	<p>Storytelling on Radio</p> <p>Radio is the "theatre of the mind" and story-telling is what is the strength of radio is. This genre of radio content carries the listeners into a different world and environment without the use of visuals, leaving a lasting impact on them. It is perhaps the most powerful tool available to the radio content creator.</p>
1230-1400	Lunch
Session 2 1400-1430 (TV Session)	<p>TV Journalism and Social Media</p> <p>The connection between broadcast TV news and social media platforms is strong and growing fast. Social media have a substantial impact on news selection and production. Over the last several years an interesting debate has been going on about the need and reliability of citizen journalism, as also the information contained in the social media. News editors have to depend on the trends in the social media to formulate their bulletins. This session will address how social media can become a great source of news for TV.</p>
Session 3 1430-1500 (Radio Session)	<p>Digital Radio Delivery: European and Asian Viewpoint</p> <p>The digital technology in media and broadcasting has opened up a variety of ways in which radio and associated multimedia content can be provided to the consumers. Many important issues, which pertain to markets and audiences, have emerged out of the use of the digital platform for radio broadcasting. These issues will be addressed in this session from the European and Asian perspectives.</p>
1500-1530	Coffee Break
Session 4 1530-1630 (TV Session)	<p>TV Song Festivals in Europe and Asia: Promoting Culture</p> <p>Song festivals have been the show-stoppers of TV broadcasting industry in Europe. In Asia, broadcasters are making rapid progress in this direction. Asian song shows are getting to the forefront. Experience gained in conducting and attracting huge audiences in both these regions will be shared at this session.</p>

Session 5
1630-1730
(All Media
Session)

Case Studies: European and Asian Competitive Market

The European and Asian media markets have some common features and many dissimilarities. Managing and broadcasting content in these markets is quite challenging. Getting to number one and staying there is important. How is it accomplished in a highly crowded market? How will these challenges transformed themselves in the next decade and how will the broadcasters and content providers meet those challenges in 2020.

Conference Concludes