

# RadioAsia 2015

**28 - 30 MAY 2015, YANGON**

## **THE CREATIVE POWER OF RADIO**

Radio is a global mobile device and the ease of content consumption that it offers has made radio strong enough to overcome the challenges from other mass media.

Radio faces new challenges; that from social media forums, dramatically change patterns of media consumption demographic selectivity in content genres with the younger and elder segments of the population looking for different mix of programming; stiff competition in the media marketplace for ad revenues and the advent of digital radio broadcasting which requires a completely different set of programming.

These challenges have been met by the radio industry and the solutions have completely transformed the radio industry that we previously knew. The most dramatic transformation has taken place through the interaction of radio with the social media and all those connected with the Internet. Radio is no longer over the air only but over the Internet, broadband, narrowband and mobile. In most radio organisations, youth stations are the flagship outlets for radio content.

Looking forward in the near-term, the 'Creative Power of Radio' will continue to enhance its presence in the multimedia space.

RadioAsia2015 will explore the major aspects of the creative power of radio and how these will enhance the importance and the efficacy of the radio industry in the years to come.

### **3rd ABU RADIO SONG FESTIVAL**

As an added feature, the 3rd ABU Radio Song Festival will be organized on 29 May in conjunction with RadioAsia2015. The song festival is a musical showcase from across Asia, Australia and the Pacific, embracing and recognizing their diverse musical talents. The previous two Song Festivals in 2012 and 2014 were huge successes.

(<http://aburadiosongfestival.asia/>).

**REGISTER ONLINE AT**  
**[www.radioasia.org](http://www.radioasia.org)**

For further enquiries, please contact :  
Tel: +603 2282 5962 Email: [radioasia@abu.org.my](mailto:radioasia@abu.org.my)

