

Conference Organiser



Hosted by



RadioAsia 2014

**IT'S ALL ABOUT CONTENT: POSITIONING NEW RADIO
IN THE KNOWLEDGE SOCIETY**

**RADIOASIA2014 CONFERENCE
22 – 24 May 2014, Colombo**

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Radio's unique qualities in providing musical and spoken word entertainment will be further underlined at RadioAsia2014 through a co-hosting opportunity with the prestigious ABU Radio Song Festival. In the 'Knowledge Society', where the Internet has become a key tool in disseminating informational materials, radio remains an effective, relatively low-cost platform in providing a range of content to diverse audiences. The traditional methods of delivering radio via medium-wave, shortwave and FM are changing as mobile devices and computers increasingly get integrated with the listening environment.

RadioAsia2014 will witness a 'meeting of minds' where radio programmers and executives from across the commercial and public service broadcasting spectrum will share the exciting new ideas which are enabling radio to continue to re-invent itself to meet the challenges and requirements of the changing audience environment. Sri Lanka, where RadioAsia2014 is to be hosted, has an illustrious history in radio broadcasting, being home to one of the oldest radio stations in Asia. It is fitting that the 10th annual forum for Asian radio broadcasters, RadioAsia2014, should be held in Colombo.

<p>RADIO WORKSHOPS Day 1: 22 May 2014 (Thursday)</p>	
<p>Workshop 1 9-10.30 am</p>	<p>Exciting! The power of words – best storytelling in radio Story telling is more than just putting a topic into life (or on air). A story creates pictures and addresses emotions. It is always the presenter who is telling a story that is worth listening to it.</p> <p>Be relevant, show your personality, have a position.</p> <ul style="list-style-type: none"> • Collecting facts • Authenticity • Acting as a normal human being • Knowing the topic you are talking about is crucial for every presenter, Dj or on air talent. <p>Facilitator: Wolfram Tech, Senior Partner, Coach and Future Lab BCI Media Experts</p> 
<p>Workshop 2 11am-12.30 pm</p>	<p>Generating New Revenues through New Radio Facilitators:</p> <ul style="list-style-type: none"> • Steve Ahern, Managing Director, Ahern Media & Training, Australia, • Ms Nedra Weerasinghe, Group Director, Electronic Media Business, Capital Maharaja Org, Sri Lanka

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CONFERENCE PROGRAMME

Availability of lifestyle information has made the people's lives richer. Use of multiple devices to consume content is quite common now. The Internet and mobile are enabling technologies that empower people to share experiences and information. The challenge for radio in the information age is to continue to deliver content with substance, across a range of platforms due to this age of convergence.

In the context of the 'Knowledge Society', where is radio's future in the production and provision of content? Is New Radio meeting the requirements of the Knowledge Society?

Day 1: 22 May 2014 (Thursday)	
Opening 2-3 pm	OPENING CEREMONY Welcome Address: Dr Javad Mottaghi, Secretary-General, ABU Address by Chairman ABU Programme Committee: Mr Jun Jin-Kok, KBS, Korea Distinguished Address:MBC, Sri Lanka Vote of Thanks:
3-3.30pm	Coffee Break
Industry Session 3.30-3.55 pm	Chair: Ms Zakiah Halim, Vice-President, Malay Programming, MediaCorp, Singapore Invited Address: Radio Enhances People's Access to High Level Culture Ovidiu Miculescu, President Director General, Radio Romania Industry Keynote: Radio – A Vibrant Present and Secure Future Ms Joan Warner, Chief Executive Officer, Commercial Radio Australia and Vice-Chair WorldDMB Forum
Session 1 4-5.30 pm	Keep the Music Playing: Engage the Audiences Music has become the bane of radio. It connects radio with their audiences, in particular, younger generations. How do the radio networks select their music? How do they secure 'big' songs, songs that everybody wants to play and listen to? How do radio stations make sure that the right songs are played? And what are the right songs? Does the Internet provide a reference point for music on the radio? Chair: Dr Mike McCluskey, International Media & Broadcast Consultant <ul style="list-style-type: none"> • Broadcast Diversity-Interactively Engaging Audiences on Multi-platform: Ms Yasuko TSUDA, Senior Producer, NHK Radio Japan, and Multilingual Media Division, NHK WORLD • Thank you for the Music: Steve Ahern, Managing Director, Ahern Media & Training, Australia •: Yasser Garrana, Head of Radio, Arab States Broadcasting Union • Syndicated Music Radio: James Ross, CEO, Lightning International, Hong Kong

Day 2: 23 May 2014 (Friday)

<p>Session 2 9-10:30 am</p>	<p>Storytelling: Your Attention Please! 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> <p>Chair: Ms Nedra Weerasinghe, Group Director, Electronic Media Business, Capital Maharaja Org, Sri Lanka</p> <ul style="list-style-type: none"> • Storytelling on Radio: Tips You will never Forget: Wolfram Tech, Senior Partner, Coach and Future Lab, BCI Media Experts Germany • Revival of Radio Drama in New Media Era: Ovidiu Miculescu, President Director General, Radio Romania • The Art of Marketing on Radio: Riyaz Deen Shah Jahan, Director, MBC Board & Channel Head, YES FM, MBC, Sri Lanka • Revealing the Power of Public Broadcasting: Tim Littlechild, Presenter, Radio Television Hong Kong 	
<p>Session 3 11am-12:30 pm</p>	<p>Radio is an ICT Role Model for Technology Innovation Radio offered one of the first ICT opportunities in the world. Its progression is still continuing. Through innovative technologies, radio has always been upgrading itself. And that process is still underway.</p> <p>Chair: Col. Dr. Natee Sukonrat, Chairman, National Broadcasting Commission, NBTC, Thailand</p> <ul style="list-style-type: none"> • Hybrid Radio–A Broadcast and ICT Partnership: Ms Joan Warner, CRA • Korean Music Radio-Wider Audience through ICTs: Park Sungchul, Deputy Director Radio, KBS, Korea Republic • Strategies for Mobile and Smartphones for People with Special Needs (PwDs): Torpong Selanon, Member Subcommittee, NBTC & President, Association of the Blind, Thailand • Digital Radio - A Pioneer in ICT Environment and Disaster Warning System: Sharad Sadhu, Media Specialist and ITU Expert • Expansion of Radio in India-Case study: Chellam Bose, Consultant, Tehnomedia, India 	<p>Session Sponsors</p>  
<p>Session 4 2-3.00 pm</p>	<p>Panel Discussion: Radio Enhances the Knowledge-based Society Technological advances permit fast dissemination of information. To help create and nurture a “knowledge-based society”, the media have to continue to play its crucial role. The emphasis is on the electronic media, including radio, to offer more information and knowledge base for the audiences.</p> <p>Moderator: Ms Joan Warner</p> <p>Panel:</p> <ul style="list-style-type: none"> • Rob Graham, Managing Director & CEO, EON Radio Group, Singapore • Taylor Steven, University of Northampton, UK • Hugh Chiverton, Head, Radio 3, RTHK, Hong Kong • Chevaan Daniel, Group Director, Channel Head, News 1st, Capital Maharaja, MBC, Sri Lanka • Anders Held, Head of International Relations, Swedish Radio 	

2nd ABU Song Festival 2014 Gala Event

Day 3: 24 May 2014 (Saturday)

<p>Session 5 9-10.30 am</p>	<p>Radio Journalism and Social Media The connection between radio news and social media platforms is strong and growing fast. Social media have a substantial impact on news selection and production. 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 radio.</p> <ul style="list-style-type: none"> • Chair: Nik Martin, Asia Radio Today, Singapore • Engaging Youth through Social Media-platform: Koji Ogawa, Programme Director, Radio Programme Center, NHK, Japan • Social Media for Radio Journalism: Essential but with Pitfalls: Dr Mike McCluskey, International Media & Broadcast Consultant • Social Media and Radio: Emerging Trends: Kate Williams: University of Northampton, UK • Citizen Journalism, Radio and Social Media: Errol Jonathans, CEO, Radio Suara Surabaya, Indonesia
<p>Session 6 11 am-12:30 pm</p>	<p>Hit the Bull's Eye: Selling Radio in Crowded Media Space A bold approach is needed to successfully "sell" radio in the prevailing crowded media space. This space has become more congested in the digital era. You need to lean upon your creativity and product innovation. This session will address some interesting findings from several broadcasters.</p> <ul style="list-style-type: none"> • Chair: Indushekhar Sinha, BBC, India • Key Facets of Successful Radio Commercials: Ms Zakiah Halim, MediaCorp, Singapore • Tools for Promoting Radio to Media Buyers: Ms Julie Warner, Head of Marketing & Research, CRA • Do You have Right Tools to Monetize Your Audience: Anurag Batra, Chairman & Editor-in-Chief, exchange4media group, New Delhi • Media Brand Building: Ms Shanthi Bhagirathan, Group Director, MTV Channel Stein Films, Capital Maharaja Org, Sri Lanka • Radio and Music Rights: Ms Anna Ward, Lawyer Content and Rights, SBS, Australia
<p>Session 7 2-4 pm</p>	<p>Case Studies: Leading the Way in Competitive Markets Getting to number one and staying there. How is it accomplished in a highly crowded market? Radio broadcasters have different challenges to overcome.</p> <p>Chair: Hugh Chiverton, RTHK</p> <ul style="list-style-type: none"> • Success of Talk Radio: Rafiqul Haque, Managing Director, Radio Today, Bangladesh • Content is Key to Success: Ms Joan Warner, CRA • Indian Commercial FM Radio-Programming Issues: K Padmakumar, Asst. Professor, School of Communication, Manipal University, India • -----DRM • Holistic Approach to Asian Digital Radio Deployment: Albert Tseng, Keystone, Hong Kong • Radio on Finger Tips: Dr Sreedhar Ramamurthy, Media Expert and Community Radio Practitioner, India • Getting Connected: Darren Carrington, YouNique Media Group, Dubai, UAE • Radio Strategies- Mobile and Smart Phones: Indushekhar Sinha, Head of Business Development, Asia & Pacific region, BBC World Service

Conference Concludes	
