

Day 1 - Monday 3rd September

Session 1 - Opening Event

1000 - 1025 **The conversation continues - media and development**



- Erik Bettermann, Director-General of Deutsche Welle
- Fritz Pleitgen, EBU President
- Dr. Javad Mottaghi, AIBD Director

By September 2007 we are exactly halfway towards 2015, the year in which 8 Millennium goals should have been reached. There is surprising news – some of those goals are on target in Europe and Asia. Over the next few days inspiring minds share insights into what still needs to change and the role of media in bringing about that change. As always, the interesting trends are happening on the edges where the electronic media overlap with other industries and disciplines.

1025 - 1035 Two young guests from Asia-Pacific and Europe share their perspectives on media and development and suggest goals for the conference.

1035 - 1100 Keynote speeches by Bernd Neumann, Minister of State for Cultural Affairs and Dr Muhammad Yunus (invited), founding President & Board Member, Grameen Bank, Bangladesh.

1100 - 1200 **Session 2 - Moderated Debate**

It's all about access - Globalisation, international broadcasting and regulation

People who have access to personal computers, mobile phones and high-speed Internet technologies are able to engage in the "new economy" through distance learning, e-commerce, business-to-business transactions, political discourse, global communications and entertainment services. Many poor people not only suffer from physical and human deprivation but also lack a voice in decisions that affect their lives. A key ingredient of a country's effective development strategy is knowledge sharing and enhanced transparency.

To reduce poverty, some argue that we must liberate access to information and improve its quality and relevance. People with better information are empowered to make better

choices. In this respect, independent media are not a luxury. They are at the heart of equitable development. The media can expose corruption. They can keep a check on public policy by throwing a spotlight on government action. They let people voice diverse opinions on governance and reform, and help build public consensus to bring about change. They can facilitate trade, broadcasting ideas and sharing innovation across boundaries.

But in some countries in Asia and Europe professional media have lost the monopoly on the mass-distribution of ideas. Peer-to-peer systems like You-tube and Joost are seeing explosive growth.



Photo Credit: ADB.

1200 - 1300 **Session 3 - In-depth Interviews**

Serving the public with media

As media businesses become more commercialized, public service obligations in many instances are being sidelined. What sells determines content. Quality programming suffers. Diversity of voices remains much to be desired. Some countries have resorted to strengthening public service broadcasting (PSB), independent of the state to better serve the public. Others remain skeptical, concerned about PSB's independence, accountability and financing. How can media promote public interest through public service broadcasting? Who defines public interest? What are workable best practices?

The session features interviews with experts from Europe and Asia-Pacific who have extensive expertise in PSBs, highlighting strengths and weaknesses, lessons learned and future challenges. This will be followed by an audience interaction.

1300 - 1430 **Lunch (sponsored by ASTRA)**

1430 - 1530 **Session 4 - Inspiring Conversations**

What on earth is happening?

The number of natural disasters has tripled in the last 30 years, yet the key to survival is not more aid but better information for the people affected. In 2005, the world responded more generously



Photo Credit: Asian Disaster Preparedness Center.

to people's humanitarian needs than at any time in recent history. Emergency aid reached at least US\$ 17 billion – outstripping any other year on record (that's 7 billion more than the annual budget of the entire United Nations). Yet millions of people still missed out on vital, potentially life-saving aid because funds were directed at high-profile disasters.

Media coverage is still extremely uneven. Hurricane Katrina, which killed about 1300 people, generated 40 times more media coverage than Hurricane Stan, which killed 1600 people in Guatemala shortly afterwards.

How can we ensure that aid goes where it is most needed and that it is not skewed for political, security or media reasons? What role should media play in helping societies recover and move on? How can the relationship between those who bring relief and those who report disasters be improved? How do Asian countries, like Japan, keep early warning messages fresh in the minds of citizens?

1530 - 1600 **Tea Break**

1600 - 1700 **Session 5 - Inspiring Minds I**

Our right to remember

Moderated Panel - Next generation's network - accessing the archives

Billions of Euros are spent each year across Europe and Asia making radio, TV and web productions.

Millions are spent in some countries preserving selected radio and TV programmes. Yet 80% of audio-visual archives in the two regions are decaying and the average lifetime of a web page is 100 days. To prevent history repeating itself, it is not only important that great programmes are preserved, but that they are accessible by journalists, researchers and the public.

Without paper libraries, it would be hard to exercise our "right to remember" important political and cultural history to hold government accountable. With much of the public's business now moving off paper and onto digital media, Internet libraries are certain to become essential in maintaining that right.

Now hardware is coming to the rescue. So what's needed to actually store all knowledge in Europe and Asia? Storage is not the cost - scanning is. Costs are now at about €7 a book in India, €24 in Europe. The real issue is a legal one - the majority of books are under copyright and out of print. What is a fair royalty to the author?



1800 **Deutsche Welle Reception**

Opening remarks: Erik Bettermann, Director-General of Deutsche Welle.

Keynote message: Michael Glos, Federal Minister of Economics and Technology.

Keynote speech: Jürgen Hambrecht, Chairman of the board of BASF AG and Chairman of the Asia-Pacific Committee of German Business (APA).

Buffet Dinner

Day 2 - Tuesday 4th September

0930 - 1100 **Session 6 - Inspiring content - war, religion and perception**

The media is fuelling a split between believers and non-believers, between Christian and Islamic civilizations.

The benefits of globalisation are obvious: faster growth, higher living standards and new opportunities. Yet a backlash has begun, because these benefits are so unequally distributed and because the global market is not yet underpinned by rules based on shared social objectives.

1100 - 1130 **Coffee Break**

1130 - 1230 **Session 7 - The Double Dividend**

If the future is female, then kids win too!

Eliminating gender discrimination and empowering women will have a profound and positive impact on the survival and well being of children. Gender equality produces the "double dividend" of benefiting both women and children and is pivotal to the health and development of families, communities and nations, according to UNICEF's "The State of the World's Children 2007".

Without female role models in the media, there will be a brain drain of some of the most talented people in the sector; women are traditionally under-represented in media in many parts of the world. Public broadcasters are not representing the public unless their management structure reflects the population's make up. Are there case studies for change? How can media help to break clichés and empower women? How do you change brain drain into brain gain?

1230 - 1400 **Lunch (sponsored by RNW, RFI and RAI)**

1400 - 1530 **Session 8 - Open Space**

Fair and balanced? The role of the media in fighting stereotypes

Media play a crucial role in creating and perpetuating stereotypes. At the same time, they can also offer balanced information and help to prevent discriminatory behaviour. In order to do so, media have to be (come) aware of their responsibilities and understand the dynamics of how stereotypes are produced and diffused.

This Open Space Session provides all participants with the opportunity to share their experiences and start a dialogue about how media in Asia and Europe are facing those challenges. There will be no keynote speakers or binding schedules. In fact, with the help of an experienced moderator participants are rather asked to jointly create their own agenda, host their own discussion groups - and raise the subjects which will help to reach the Millennium Development Goals.

1530 - 1600 **Tea Break**

1600 - 1700 **Continuation of Open Space Session**

1700 - 1730 **Plenary discussion** of the points raised in the Open Space session

1900 **Boat trip & dinner (sponsored by DHL)**

Day 3 - Wednesday 5th September

0930 - 1030 **Session 9 - Moderated Panel**

The magic to come - enabling conversations

No matter what media you are in, there are those who say the days of "traditional media" are numbered. In the international media, the shakeout has begun, with a new breed of players in the marketplace, both public and commercial. So what are the strategies for those who plan to be in business in 2020? How will they adapt to serve the different segments of society who are putting increasing demands on traditional thinking? What about user-generated content - what impact is it having and what are the longer-term implications for broadcasters in the Asian and European regions? What are the successes so far?

1030 - 1040 **Session 10 - Inspiring Minds II**

Making media sustainable

An interview on how mobile TV will build on the success of broadcasters' initiatives with SMS interaction with audience and the desire audiences have to access their media any time, anywhere.

1040 - 1130 **Session 11 - Panel Discussion**

More than podcasting - the future of radio!

It is the podcast era and some predict it will have a major influence on traditional radio, both AM and FM, as we know it today. Others say terrestrial radio is dying altogether because of the rapid emergence of podcasting and satellite radio. The business world is beginning to see podcasts as an efficient way to distribute information to employees or targeted clients.

Traditional radio should acknowledge that its function essentially as a music jukebox would soon be gone. New media technologies are creating competition, providing more for the user experience. They include P2P line sharing, online music clearing houses like iTunes, portable MP3 players, other smart and media phones, and the enormous podcasting wave. What does the future hold for DRM, digital satellite radio, radio webcasting and shortwave and medium wave AM broadcasts? How should traditional radio

embrace convergence? How should it promote its uniqueness and thematic content? What synergy can be pursued between traditional radio and new media technologies?

1400

City Tour in front of the Old Town Hall (1.5 hours)
During the past ten years, Bonn has become the United Nations base in Germany. It has undergone a profound transformation: from being the focal point of German politics into a platform for international dialogue. Today it is a centre of modern services like telecommunications, innovative technologies, science and health. This city tour offers you a perspective on the fast-moving structural changes that are sweeping through Bonn and an insight into the many different facets of the city.



1130 - 1200 **Coffee Break**

1200 - 1300 **Session 12 - Drawing Conclusions**

Marrying the Millennium Development Goals with the media

Having heard the discussion at the conference, where do we believe the emphasis should lie? What do we recommend should be done between now and the next Media Dialogue, to ensure the conversations continue? What incentives can the industry offer (awards schemes?) to make this happen?

Invitation to the 3rd Asia-Pacific & Europe Media Dialogue by the President of RAI, Italy

1300 **Lunch** hosted by Bärbel Dieckmann, Mayor of the City of Bonn, at the Old Town Hall.



Sponsors: Asia-Pacific and Europe Media Dialogue in Bonn, Sept. 3 - 5, 2007



Registration fees: (To include participation, conference materials, coffee breaks, lunches and dinners)

	Euros
Non-profit organizations, academics, regulators, etc	100
Commercial broadcasters	300
Private sector non-broadcasters	600

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Asia-Pacific and Europe Media Dialogue

2007

Millennium Development Goals & the Media



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