



Asia-Pacific
Broadcasting Union

ABU NEW MEDIA WORKSHOP
DIGITAL CONTENT
FOR DIGITAL NATIVES

23-25 JANUARY 2018
KUALA LUMPUR, MALAYSIA

PROGRAMME

TUESDAY, 23 JANUARY 2018

08:30

REGISTRATION & COFFEE

09:00

INTRODUCTIONS AND OBJECTIVES

Hamdhoon Rashad, Project Manager New Media, ABU

09:15

Tour de Table

09:30 – 11:45

SESSION 1 – CINDERELLA 2.0: EVOLVING NARRATIVES IN THE DIGITAL SPACE

Speaker: Keiko Bang, CEO, Bang Productions

The internet has spawned an entire new generation of disruptive content: new media, transmedia, mixed media, virtual reality, augmented reality and many more. This new content is breaking traditional rules of storytelling, a constant ever changing landscape of innovation driven by a new generation of users and viewers. This session will take participants through the various examples of new media trending around the world that allows broadcasters to experiment with and experience the brave new world of narrative and storytelling.

11:45

Group Photo

12:00 – 13:00

Lunch

13:00 – 15:30

SESSION 2 – DISRUPTIVE INNOVATION IN MEDIA: A CONTENT SHOWCASE

Speaker: Keiko Bang, CEO, Bang Productions

If the 19th century was the century of the novel and the 20th century was the century of film, the 21st century could be said to be that of the interface. We live in a borderless world both literally and figuratively. Amidst this disruption, nothing has become more important than the ubiquitous use of video on every single social media platform. In this session, we will look at the latest trends in this exciting medium and how collaboration between programmers, graphic designers, film as well as user content is changing the digital and broadcast landscape.

PROGRAMME

15:30 – 16:00

Coffee break

16:00 – 17:00

BRAINSTORMING EXERCISE: USING NEW NARRATIVE FORMS TO CREATE A COMPELLING TRANSMEDIA STORY

In groups, participants will choose a story and build a transmedia narrative that they can work on at their organisation.

17:00

KEY LEARNINGS: WHAT DID YOU LEARN TODAY?

17:30

END OF DAY 1

WEDNESDAY, 24 JANUARY 2018

09:00

WELCOME

Recap of Day 1 and questions

09:30 - 12:00

SESSION 3 – HOW VIRTUAL REALITY IS RE-SHAPING STORYTELLING

Speaker: Eduard Chizhikov, Head of RT360, Russia Today TV

Bringing virtual reality content into the world of broadcasting, VR is pushing boundaries as content producers see VR as the next source of media consumption for the next generation. The immersive qualities unique to the VR experience makes it a powerful tool to tell your stories. How do you tell a story in virtual reality? This session will look into how VR is redefining the rules around narrative structure and storytelling. Learn how VR has become a part of RT's content creation strategy.

12:00 – 13:00

Lunch

13:00 – 15:30

SESSION 4 – VR 360: THE ULTIMATE STORYTELLING PLATFORM

Speaker: Eduard Chizhikov, Head of RT360, Russia Today TV

VR 360 is quickly being adopted as the next platform to tell the most compelling stories. RT was one of the first channels to broadcast live in 360 on YouTube in April 2016 and launched a dedicated mobile app for optimal viewing of 360 degree videos. RT's panoramic footage has already delivered a unique perspective on a diverse range of news stories. Space360, Moscow's Victory Day parade and war-ravaged Donbass region all came to live in the panoramic video format that enabled the audience to become fully immersed in these places and events. In this engaging session, Russia Today TV will present their experiences in VR storytelling and 360 format videos.

15:30 – 16:00

Coffee break

16:00 – 17:00

KEY LEARNINGS: WHAT DID YOU LEARN TODAY?

17:00

END OF DAY 2

THURSDAY, 25 JANUARY 2018

09:00

WELCOME

Recap of Day 2 and questions

09:30 - 12:00

SESSION 5 – PANEL DISCUSSION: DELIVERING YOUR CONTENT TO DIGITAL NATIVES AND MILLENNIALS

Moderator: TBC

Speakers: Keiko Bang, CEO, Bang Productions

Eduard Chizhikov, Head of RT360, Russia Today TV

In this interactive session, learn how broadcasters can reach the next level to transform the way content creators connect with their audiences and build a meaningful and sustainable social relationship with them both on and offline.

12:00 – 13:00

Lunch

13:00 – 14:30

SESSION 6 – COPYRIGHT ISSUES RELATED TO DIGITAL CONTENT

Speaker: Seemantani Sharma, Legal & IP Services Officer, ABU

This session will highlight legal aspects of online and digital content with the aim to help participants understand copyright related issues faced by broadcasters while using third-party content. It will specifically discuss issues such as content related restrictions as per the terms of the license.

14:30 – 15:30

Coffee break

15:30 – 16:00

KEY LEARNINGS & TAKE-AWAYS

In groups, participants will work on two slides that they can use to present in a concrete way their learnings from the workshop when they are back in their organisations.

16:00 – 17:00

FINAL CONCLUSIONS & WRAP UP

Presentation of Certificates

17:00

END OF WORKSHOP

TRAINERS

KEIKO BANG

CEO & Founder, Bang Productions



Keiko Bang has spent more than 20 years creating and producing high-end award-winning factual productions from Asia for the international marketplace. She is responsible for producing more than 100 hours of blue-chip programming, which have aired in more than 150 countries around the world. Keiko is also well known as both a visionary and passionate futurist. Over the past 20 years she has worked to build an ecosystem within Asia, bringing together players in Asia from major corporations and government agencies to media companies and individual producers to innovate projects that for branded, cross-platform documentary and entertainment-related content. Her vision has been to create a 'single Asian content market' based on inter-Asia transactions and projects.

EDUARD CHIZHIKOV

Head of RT360, RT Russia



Eduard Chizhikov is the head of the RT360 department at Russia Today. Eduard joined RT's team in 2008 and since then has been in charge of producing thousands of stories for the network's flagship global news channel. He has managed both the story-telling and the technical aspects of the news-making process from beginning to end and now he is applying the same skills and entrepreneurship to the revolutionary world of VR. Although he joined RT in 2008, he has spent the last one and half year leading the news organization's ever-growing 360 production team. Since its inception, the team of 20+ has produced more than 100 360 and VR experiences in six different languages, which have racked up more than 32 million views.

GUEST SPEAKER

SEEMANTANI SHARMA

Legal & IP Services Officer, ABU



Seemantani Sharma is an Intellectual Property Lawyer licensed to practice in India. Prior to joining the ABU, she worked in various legal capacities in the U.S. and India. Her last stint was at the George Washington University and the Recording Industry Association of America. She holds a Master of Laws specialising in Intellectual Property from the George Washington University Law School.