

Media Solutions for a Sustainable Future



**Pacific Voices, Pacific Stories:
Engaging Audiences
in making Content**
9th ABU Pacific Media
Partnership Conference
6-7 February 2018, Sheraton Fiji Resort, Denarau, Nadi, Fiji

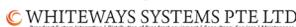
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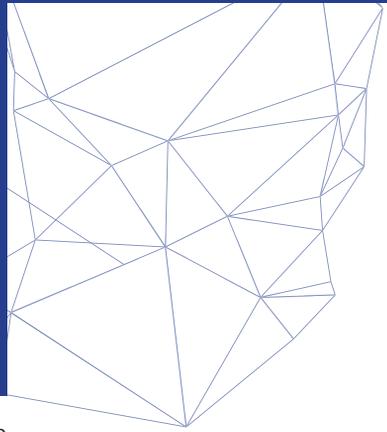


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Pacific Voices, Pacific Stories: Engaging Audiences in making Content

9th ABU Pacific Media
Partnership Conference



This year's Pacific Media Partnership Conference (PMPC) in Fiji brings together two of broadcasting's major current challenges – making great programs and building audiences. Themed 'Engaging Audiences in Making Content', the conference at the Sheraton Fiji Resort in Nadi will share up-to-the-minute perspectives on technological development, regulatory issues, news and programming.

Although its main title is 'Pacific Voices, Pacific Stories', the 9th PMPC will provide a forum for the Pacific region's broadcasters for discussing issues of pressing global importance.

In this increasingly fluid media age, the conference will examine the challenges facing the region's media and showcase current solutions across platforms, demonstrating how radio, television and new media – online and social – can be used in production of content, expansion of ideas and targeted distribution to audiences both great and small, local and widespread. For the first time in human history, issues confronting the media in Pacific nations can be shared globally in real time with listeners, viewers and readers next door, on neighbouring islands, in nearby nations and on the other side of the globe.

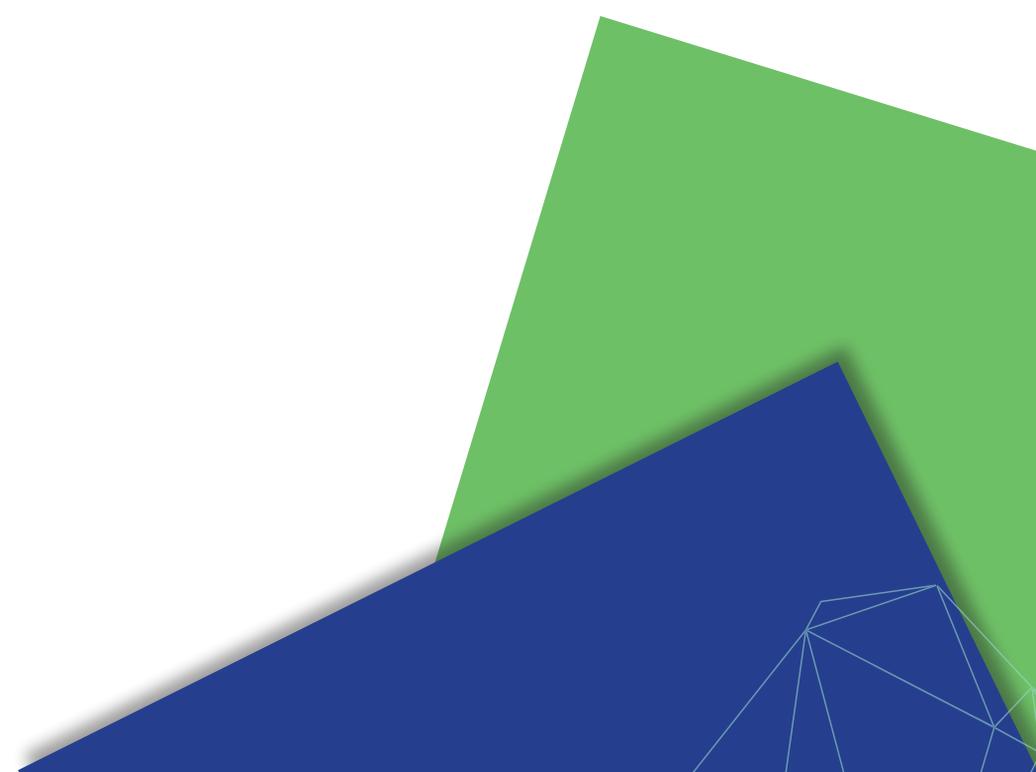
In addition to knowledge sharing and inspirational presentations, the conference is a great opportunity for the region's broadcasters and their partners from other parts of the Asia-Pacific to network, while sharing ideas and resources with each other. Using case studies from the Pacific and other regions, we discuss technological advances, how technology can make content production more efficient and how we can meet the challenges of deploying new infrastructure.

TUESDAY – 6 FEBRUARY 2018

ABU Pacific Media Partnership Conference – DAY 1

Two Sessions having Sub-Theme: Serving Audiences through Converged Technologies

14:00-14:10	OPENING REMARKS – Ms Faiese Matafeo, <i>Chairperson of PMPC & CEO SBC</i>
14:10-14:45	Artificial Intelligence plays a vital role in media production and delivery. This session will address smarter ways of carrying out media production and delivery using Artificial Intelligence related technologies.
14:45-15:30	Smaller broadcasters are facing enormous challenges due to budgetary constraints. Session attempts to highlight how smaller broadcasters could combat such challenges serving their audiences.
15:30-16:00	<i>Tea & Coffee break</i>
16:00-17:00	Media infrastructures require considerable capital investments. Session address how such challenges in deploying digital media infrastructures could be handled.
17:00-17:30	Panel Discussion: What lessons Pacific broadcasters could learn from other smaller broadcasters in moving forward.



WEDNESDAY – 7 FEBRUARY 2018

ABU Pacific Media Partnership Conference – DAY 2

Regional Dialogue 09:00-09:45	What do Asia-Pacific broadcasters need and what is available globally, regionally and locally? This is a dialogue between our Pacific Members and their Asian & European colleagues about demand and supply in production. We ask what audiences are demanding compared to what is available and we find the common threads of success, with real examples of programs and formats that are working across languages, cultures and geographic boundaries.
Robocon Showcase 09:45-10:00	ABU Robocon is an Asia-Pacific university robot competition, founded in 2002 by ABU in partnership with Japan's national public broadcaster NHK. The contest aims to create friendship among young people with similar interest as well as help advance engineering and broadcasting technologies in the region. For the first time, in 2020, Robocon will come to the Pacific, taking place in Fiji. 
Show and Share 10:00-11:00	Making News Great Again - Engaging sceptical audiences with news. In this session, broadcasters share their experiences of producing news for audiences who are increasingly savvy and cynical. As citizens and consumers around the world enter an age where the truth often appears to be a moving target, we look for ways to re-introduce confidence in our media.
11:00-11:30	<i>Networking break</i>
Diversity Showcase 11:30-12:30	Reaching out to broader audiences – gender and diversity in content, policy and activities that engage and reflect the voices and communities across the Asia-Pacific. Local broadcasters and regional media organisations will meet to share their knowledge and expertise. They will exchange strategies, activities and programming for a broad range of people, stories and issues in societies across the Asia-Pacific region.
1230 - 1400	<i>Lunch break</i>
E-POP Showcase 14:00-15:30	The ePOP –Pacific Youth dialogue on Climate Change. The e-Participatory Observers Project is an intergenerational project combining science, society and media. Young Climate and Environment Pacific Ambassadors from Fiji, Vanuatu and Solomon Islands will speak with representatives of international institutions, major NGOs, scientific organizations and international media, on the actions needed and undertaken to preserve Pacific Island environments from the impacts of climate change.
15:30-16:00	<i>Networking break</i>
Open Session 16:00-16:45	Where to next? A moderated general discussion of how to meet the demands of broadcasters and audiences with the innovations currently available. This is an opportunity to put forward your own ideas, ask targeted questions and expand on ideas that emerged during the day. The great strength of the ABU and the Pacific Members is the willingness to share knowledge and experiences freely and with respect.
16:45-17:00	Adopting the Fiji Action Plan
17:00-17:15	Closing Remarks by ABU Secretary-General Javad Mottaghi