

<b>14 May 2024 Workshops &amp; Masterclasses</b>	
0830-0900	<b>Arrival and Registration</b>
0900-1030	<div style="display: flex; justify-content: space-between;"> <div style="width: 48%;"> <p><b>Workshop 1 : Sports News Reporting on Multisport events</b></p> <p>Moderator : Amir Khaidar, Project Manager, ABU Trainer: Darryl Gibson, Former Editor and Chief Sub Editor, Olympics News Services</p> </div> <div style="width: 48%;"> <p><b>Masterclass 1 : ABU Prizes - Sports Screening Showcase</b></p> <p>Moderator: Hakim Amir, General Manager, Sports Media &amp; Distributor, Malaysia Speaker: Hanizah Hamzah, Head of TV, ABU Programming Speaker: Paul Kennedy, Sports Producer, ABC Australia (online)</p> </div> </div>
1030-1100	Coffee Break
1100-1300	<div style="display: flex; justify-content: space-between;"> <div style="width: 48%;"> <p><b>cont.- Workshop 1 Sports News Reporting on Multisport events</b></p> </div> <div style="width: 48%;"> <p><b>Masterclass 2 : Sports Media Rights Acquisition : Everything You Should Know</b></p> <p>Moderator : Dr Seemantani Sharma, Manager, ABU Legal Department Speaker : Richard Wee, Managing Partner, RWC Richard Wee Chambers Speaker : Lorraine Yuen, Manager, Sports, TVB Hong Kong</p> </div> </div>
1300-1400	Lunch Break
1400-1530	<div style="display: flex; justify-content: space-between;"> <div style="width: 48%;"> <p><b>Workshop 2 : AI in Sports Broadcasting - How AI is helping sports rights owners to grow and innovate video content workflows.</b></p> <p>Moderator : Amir Khaidar, Project Manager, ABU</p> </div> <div style="width: 48%;"> <p><b>Committee Members only</b></p> <p>ABU Sports Media Content Committee Meeting</p> </div> </div>
1530-1600	Coffee Break
1600-1730	<div style="display: flex; justify-content: space-between;"> <div style="width: 48%;"> <p><b>cont.- Workshop 2 : AI in Sports Broadcasting</b></p> <p>AI and media asset management as a powerful toolset for sports media repurposing - what are some real-world examples and use cases? We will discuss global trends with examples from Europe and the US.</p> <p>Moderator : Amir Khaidar, Project Manager, ABU</p> </div> <div style="width: 48%;"> <p><b>Committee Members only</b></p> <p>ABU Sports Finance Committee Meeting</p> </div> </div>

<b>DAY 1 – 15 May 2024 Opening Ceremony and Main Conference</b>	
0900-0915	<p><b>Opening &amp; Welcome Remarks</b></p> <ul style="list-style-type: none"> <li>Lorraine Yuen, ABU Sports Group Chairperson</li> <li>Ahmed Nadeem, ABU Secretary General</li> <li>Tan Sri Dato' Sri Norza Zakaria, President, Olympics Council of Malaysia</li> </ul>
0915-0930	<p><b>Industry Keynote</b></p> <p><b>The Future of Sports in Asia</b> Jeans Zhou Jian, Director of Media and Broadcast, Olympics Council of Asia</p>
0930-1030	<p><b>Panel Discussion</b></p> <p><b>Session 1: Rise of Sports in Asia: Transforming the Landscape of Sports Media</b></p> <p>Moderator: Dez Corkhill, Sports Media Consultant</p> <ul style="list-style-type: none"> <li>Abhishek Agrawal, Deputy Director General, Prasar Bharati Sports, India</li> <li>Euan Smith, Group CEO, ASTRO Malaysia</li> <li>Dato' Kenny Goh, Secretary General, Badminton Asia</li> <li>Dr Wandee Tosuwan, Secretary General, ASEAN Para Sports</li> </ul>
1030-1100	<b>Coffee Break &amp; Networking</b>
1100-1230	<p><b>Keynote Presentation &amp; Panel Discussion</b></p> <p><b>Session 2: Esports in Asia</b></p> <p><b>Keynote Introduction:</b> The Evolution of Esports in Asia by Steve Kim, Chief Operating Officer of the Asian Electronic Sports Federation.</p> <p>Panel Discussion: The Mainstreaming of Esports: Opportunities and Challenges</p> <p>Moderator : Janni Jensen, Head of Partnerships &amp; Growth, AESF</p> <ul style="list-style-type: none"> <li>Andriyana "ChuChu" Ghazali - Shoutcaster</li> <li>Neil Chen, SVP; Digital Esports Asia</li> <li>Yong Chul Yun, Founder &amp; CEO; Prime Sports International</li> <li>Ali Usman, General Manager, Sports, LPP Televisi Republik of Indonesia</li> </ul>
1230 -1400	<b>Lunch &amp; Networking</b>
1400 -1445	<p><b>Panel Discussion</b></p> <p><b>Session 3: Rule The Game – Sports Governance</b></p> <p>Moderator : Richard Wee, Managing Partner, RWC Richard Wee Chambers</p> <ul style="list-style-type: none"> <li>Rinita Sen, Vice President, Legal, Astro Malaysia</li> <li>Balbeer Jessy, Deputy President, Sports Law Association Malaysia</li> <li>Dr Seemantani Sharma, Legal Manager, ABU</li> </ul>
1445-1530	<p><b>Session 4: Radio's Place in the Multimedia Universe</b></p> <p>Moderator: Olya Booyar, Head of Radio, ABU</p> <ul style="list-style-type: none"> <li>Nur Mohd Iqwan Bin Samsuddin, Radio Programme Producer, RTM Malaysia</li> <li>Kusnaeni, Senior Journalist, Radio Republic of Indonesia</li> <li>Sultan Muhammad Maqsood, Senior Producer, Pakistan Broadcasting Corporation</li> </ul>

1530-1600	Coffee Break & Networking
1600-1730	<p><b>Presentation</b></p> <p><b>Session 5: Members Forum</b> The session is dedicated to ABU members. Selected broadcasters from different countries and region share insights into sports broadcasting: challenges and opportunities in their respective territories</p> <p>Moderator: Lorraine Yuen, ABU Sports Group Chairperson</p> <ul style="list-style-type: none"> <li>• Jamal Abdullah, Head of Content, Sarawak Media Group, Malaysia</li> <li>• Keith Hinge, Sports Presenter, Vanuatu Broadcasting and Television Corporation, Vanuatu</li> <li>• Ricky Lee, Controller TV Division, Radio Television Hong Kong, Hong Kong</li> <li>• Abhishek Agrawal, Deputy Director General Sports, Phasar Bharati, India</li> </ul>
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<b>Day 2 – 16 May 2024</b> <b>Main Conference and Committee Closed Session</b>	
0900-1030	<p><b>Session 6: Sports Leagues &amp; Clubs – Presentation and Forum</b></p> <p>Moderator: Datuk Stuart Ramalingan, CEO, Malaysia Football League</p> <p>Korean Football League, Min Joo Kim, Media and Broadcast Manager Sepak Takraw League, Nicholas John, Head of Sports, Astro, FC Internazionale Milano, Roberto Nitti, Head of Media Sales</p>
1030-1100	Coffee Break & Networking
1100-1230	<p><b>Panel Discussion</b></p> <p><b>Session 7: In Focus - Women's Sports in Asia</b> Growth, Development, Commercialisation and Challenges in Women's Sports.</p> <p>Moderator: Hakim Amir, General Manager, Sports Media &amp; Distributor, Malaysia</p> <p>Gina Tan, Senior Media Rights Manager, Mediapro, Singapore Soleen Al Zou, Head of Women's Football, Football Association of Malaysia Dr Wirdati Radzi, Sports Lawyer and Sports Advisor, Malaysia Asniar Litiloly, Sports Journalist, RRI Indonesia</p>
1230-1400	Lunch Break & Networking
1400-1415	<p><b>Industry Keynote</b></p> <p><b>Artificial Intelligence in Sports Coverage</b></p> <p>Dr Veysel Binbay, Director, ABU Technology</p>
1415-1530	<p><b>Session 8: Industry Developments - Revolution of Sports Production through AI</b></p> <p>Moderator: Mr Ahmed Nadeem, Secretary-General, ABU</p> <p>Dipesh Makwana, Business Development Manager, VIZRT, UAE Fintan Mc Kiernan, CEO, Ideal System, Singapore Sam Bogoch, Axle ai, USA Hu Yi, MIGU (The Leading Sports Content Platform)</p>
1530-1600	Coffee Break & Networking
1600-1730	<p><b>Restricted Session – Sports Group Meeting</b></p> <ul style="list-style-type: none"> <li>• Report on Activities</li> <li>• Report by Committee</li> <li>• Interaction with ABU Sports</li> </ul> <p>Wrap-Up &amp; Chairperson's Closing Remarks</p>

ASIA-PACIFIC BROADCASTING UNION

# SPORTS MEDIA CONFERENCE

## THE RISE OF SPORTS IN ASIA:

TRANSFORMING THE LANDSCAPE OF SPORTS MEDIA

14-16 MAY 2024

ROYALE CHULAN KUALA LUMPUR



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