

#ABUdigital

EVENT PROFILE



ABU's premier digital media and content show **#ABUdigital** is a comprehensive two-days, one-stop-shop media event for all things digital, featuring keynotes and expert talks to provide an exciting learning space for content creators interested in the latest digital trends.





The Concept

Conceived as **a meeting space for digitally curious minds**, #ABUDigital was designed as an event aimed at inspiring media professionals with the latest digital trends, tools, technologies and best practices to guide them to adapt into digital ways of doing things.

The objective of this unique knowledge sharing event is to explore all things digital at the intersection **where Technology meets Content** and how it impacts digital content creators.

The concept for the event is inspired from **the power of the hashtag** which enabled powerful and far-reaching digital conversations on the internet.





The Format

#ABUdigital features **a series of bite-sized, TED-talk like presentations** from expert speakers on a wide range of trending digital topics. On #ABUdigital stage, they are the storytellers recounting their digital experiences, each one of them bringing something unique to share with the audience.

The Audience Profile

Who are they?

Content Creators and Managers (reporters, producers, commissioning editors, social media managers)

CEOs, Heads of Media Departments, General Managers, Managing Directors, Senior Executives

Sales Directors, Business Managers, Content Strategy Managers, Brand Managers, Marketing Managers

Broadcast Engineers, Media Researchers, Academicians



The Audience Profile

Where do they come from?

- | | |
|------------|----------------|
| Belgium | Macau |
| Bhutan | Malaysia |
| Brunei | Mauritius |
| Canada | Netherlands |
| China | Philippines |
| Germany | Singapore |
| India | Thailand |
| Indonesia | United Kingdom |
| Japan | Vietnam |
| Kazakhstan | |

#ABUdigital

Past Storytellers

TRT (Turkey)

CNN (UK)

Q42 (Netherlands)

NPR (USA)

Mediaprima (Malaysia)

CGTN (China)

Yle (Finland)

TVNZ (New Zealand)

Proxima Milano (Italy)

VRT (Belgium)

NHK (Japan)

Google (Singapore)

Arcada University (Finland)

CNR (China)

NRK (Norway)

BBC (UK)

Hashtag Our Stories (UK)

Isentia (Singapore)



#ABUdigital 2019 in **numbers**

The Event

2	days
3	tracks
3	keynotes
15	talks
6	workshops
1	expert panel

The Speakers

24	speakers
15	countries
19	organizations
4	continents

The Participants

156	participants
45	organizations
20	countries



SOUND BYTES



Marit: Talked about how NRK and other EBU members are approaching voice and smart speakers.

- “I think #ABUdigital is very informative and this conference is good to learn new things and how to implement new things into our way moving forward towards digital.”**
– Aimi Syazana, Brand Management and Programming, Media Prima (Malaysia)
- “I think when we look into the future of journalism and technology all of the great innovations are not coming from the west, they are coming from the east, and we learn a lot about that at #ABUdigital.”**
– Yusuf Omar, Co-founder, Hashtag Our Stories (UK)
- “#ABUdigital is a very good opportunity to know about what other people are doing. The workshops are very interactive and very practical. They introduced the tools and how to use them for social media.”**
– Koji Arie, Program Director, NHK Digital Center (Japan)

SOUND BYTES



Prashant: Provided key insights into combining AI with big data to create and curate better content and streamlining digital and social activity.

“#ABUdigital is an eye-opening event. The speakers are really insightful.”

– Faeza Farrah Abdullah, Brand Manager, Media Prima (Malaysia)

“#ABUdigital is a super interesting event. I’ve never been in Asia and it’s great to understand how the media sector is evolving and changing here.”

– Aimone Bodini, XR Manager and Specialist, Proxima Milano (Italy)

“There’s a lot of interesting innovations going on so I think that it’s good that #ABUdigital brings all the people together because we can learn a lot from each other.”

– Sanne Breimer, Digital Media Consultant, Global Ground Media (Netherlands)

SOUND BYTES



Aimone : Talked about new factors which require research focused on studying and synthesizing a new language for the VR medium.

“I learned the challenges we are facing in this new digital area is the same all over the world.”

– Wolfgang Wagner, Director Production and Technology, ARD/WDR (Germany)

“It’s a great chance to know about other countries’ cases.”

– Tatsuichiro Yasuda, Senior Producer, NHK News Department (Japan)

“It’s good that all the speakers come from different places so we can learn about different digital tools and methods that we can use.”

– Ben Ho, Deputy Editor, Mediacorp (Singapore)

2019 EVENT PARTNERS



Video Exchange
Asia



#ABUdigital

Where Digital Dreams Come Alive

digital.abu.org.my

