



**14 May 2024
Workshops & Masterclasses**

0900-1030	Workshop Sports News Reporting	Masterclass ABU Prizes: Sports Screening Showcase
1030-1100	Coffee Break	
1100-1300	cont.- Sports News Reporting	Masterclass Sports Media Rights Acquisition
1300-1400	Lunch Break	
1400-1530	Workshop AI in Sports Production How AI is helping sports rights owners to grow and innovate video content workflows	Committee Members Only Media Content Committee Meeting
1530-1600	Coffee Break	
1600-1730	cont.- Workshop AI in Sports Production	Committee Members Only Finance Committee Meeting

NOTE: This document is a DRAFT only and subject to change. Check ABU's website at www.abu.org.my for updates and information from time to time or write your inquiry to jalilah@abu.org.my

DAY 1 – 15 May 2024
Opening Ceremony and Main Conference

0900-0930	<p>Opening & Welcome Remarks</p> <ul style="list-style-type: none"> • ABU Sports Group Chairperson • ABU Secretary General • A representative from Olympics Council of Malaysia
0930-0945	<p>Industry Keynote The Future of Sports in Asia</p>
0945-1030	<p><u>Panel Discussion</u></p> <p>Session 1: Rise of Sports in Asia: Transforming the Landscape of Sports Media. Asian sports industry leaders share their thoughts on the state of the future of sports in Asia.</p> <p>Moderator: Dez Corkhill, Sports Media Consultant</p> <ul style="list-style-type: none"> • Badminton Asia, Malaysia • ASEAN Para Sports, Thailand • ASTRO Malaysia • Prasar Bharati Sports, India
1030-1100	Coffee Break & Networking
1100-1230	<p><u>Keynote Presentation & Panel Discussion</u></p> <p>Session 2: The Evolution of Esports in Asia</p> <ul style="list-style-type: none"> • Asian Electronic Sports Federation
1230 -1400	Lunch & Networking
1400 -1445	<p><u>Panel Discussion</u></p> <p>Session 3: Rule The Game – Sports Governance</p> <ul style="list-style-type: none"> • RCW Chambers • Sports Law Association of Malaysia • IRIB Iran
1445-1530	<p><u>Panel Discussion</u></p> <p>Session 3: Sports Radio & Podcast – Challenges & Opportunity</p> <p>Moderator: Head of Radio, ABU</p> <ul style="list-style-type: none"> • Radio Television of Malaysia • All India Radio, India • Radio Republic of Indonesia • Pakistan Broadcasting Corporation
1530-1600	Coffee Break & Networking
1600-1730	<p><u>Presentation</u></p> <p>Session 4: Members Forum</p> <ul style="list-style-type: none"> • Sarawak Media Group, Malaysia (SMG) • Vanuatu Broadcasting and Television Corporation (VBTC) • Radio Television Hong Kong (RTHK) • Televisi Republik of Indonesia (TVRI) • Doordarshan Sports, India (DD)
1800	End of day 1



Day 2 – 16 May 2024
Main Conference and Restricted Session

0900-1030	<p><u>Presentation and Forum</u></p> <p>Session 5: Sports Leagues & Clubs – Presentation and Forum</p> <ul style="list-style-type: none"> • Malaysia Football League (MFL) Malaysia • Korean Football League (K League) South Korea • Sepak Takraw League (STL) Malaysia • Saudi Pro League (SPL) Saudi Arabia - tbc • FC Internazionale Milano, Italy
1030-1100	Coffee Break & Networking
1100-1230	<p><u>Panel Discussion</u></p> <p>Session 6: In Focus - Women's Sports in Asia Growth, Development, Commercialisation and Challenges in Women's Sports.</p> <p>Moderator: RTM Malaysia</p> <ul style="list-style-type: none"> • Mediapro, Singapore • Football Association of Malaysia • Sports Lawyer and Sports Advisor, Malaysia
1230-1400	Lunch & Networking
1400-1415	<p>Industry Keynote Artificial Intelligence in Sports Broadcasting</p> <ul style="list-style-type: none"> • WSC Sports
1415-1530	<p><u>Presentation</u></p> <p>Session 7: Industry Developments - Revolution of Sports Broadcasting through AI</p> <ul style="list-style-type: none"> • VIZRT, UAE • Ideal System, Singapore • Axle ai, USA • Radio and Television of the People's Republic of China
1530- 1600	Coffee Break & Networking
1600-1730	<p>Restricted Session – Sports Group Meeting</p> <ul style="list-style-type: none"> • Report on Activities • Report by Committee • Interaction with ABU Sports • Wrap-Up & Chairperson's Closing Remarks
	Ends