

ASIA-PACIFIC BROADCASTING UNION

# SPORTS MEDIA CONFERENCE

**THE RISE OF SPORTS IN ASIA:**  
TRANSFORMING THE LANDSCAPE OF SPORTS MEDIA

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SUPPORTED BY:



## SPEAKERS



Richard Wee



Dipesh Makwana



Fintan Mc Kiernan



Sam Bogoch



Min Joo Kim



Wirdati Mohd. Radzi



Steve Kim

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