



# MEDIA & CULTURE DAYS

7th December 2021

<b>AGENDA</b> <b>16:00 – 18:00 MYT, ZOOM</b>	
<b>Opening</b> <b>16:00-16:15</b>	<b>Opening and Welcome</b> <b>MC Dan Santa</b> <ul style="list-style-type: none"> <li>• President Director General, Radio Romania</li> <li>• Secretary-General, ABU</li> </ul>
<b>Expert Superpanel</b> <b>16:15–17:15</b> <b>Incl Q&amp;A</b>	<b>The changing world of media and culture</b>  A diverse panel of media leaders and experts in the field of culture/the arts will discuss a number of real-world issues including: <ul style="list-style-type: none"> <li>• How is culture being impacted by the pandemic, both negatively and positively?</li> <li>• How are culture/the arts being affected by developing media technologies, such as VR, online exhibitions, and performance?</li> <li>• What roles do digital and social media play in creating and sharing culture?</li> <li>• How do broadcasters engage new and younger audiences in culture/the arts?</li> <li>• What is over the horizon for broadcasting in the cultural arena?</li> </ul> <b>Moderator: Flavia Voinea, Manager Bucharest FM</b> <b>Panellists:</b> <ul style="list-style-type: none"> <li>➤ Taro Kunimi, Senior Producer Media Development &amp; Strategy Center, NHK</li> <li>➤ Dato Kamil Othman, Malaysia</li> <li>➤ Alexandru Tomescu, ROR National Radio Orchestra, Bucharest</li> <li>➤ Edita Kudlacova, Head of Radio, EBU</li> <li>➤ Sylvestre Defontaine – RTBF Culture and Music</li> </ul>
<b>Showcase</b> <b>17:15-17:55</b> <b>Incl Q&amp;A</b>	<b>Real world examples of how the media are moving into a changing cultural landscape</b> Broadcasters, technologists, and independent content creators will give short (5–8 min) presentations of innovative projects they are undertaking in the fields of culture/the arts, sharing the reasons for their successes (and any failings). Conference participants will be able to ask questions online and establish links for follow-up engagements. <b>Moderator: Olya Booyar, Head of Radio, ABU</b> <b>Showcases:</b> <ul style="list-style-type: none"> <li>➤ Andra Pretrariu, Radio Romania Culture</li> <li>➤ Hanizah Hamzah, Head of TV, ABU</li> <li>➤ Davide Schiappapietra, SBS</li> <li>➤ Laurent Nègre, Head of Culture, RTS Switzerland</li> <li>➤ VOV Mekong FM</li> <li>➤ Oltea Serban Parau, Radio Romania Culture</li> <li>➤ China Plus, CMG</li> </ul>
<b>Close</b> <b>17:55-18:00</b>	<b>Summary and close of the conference.</b>
<b>Conference Concludes</b>	