

DAY 1 (15 June)

Opening Words

Track 1 A New Age of Storytellers

Everyone loves a good story and for content makers the power of stories lies in their telling - how well you tell the story and with what effect makes all the difference. Some creators are already pushing the boundaries of storytelling, unlocking their limitless potential in the digital universe and re-inventing their stories for the digital age to take content creation to new heights.

Short coffee break

Track 2 The Power of Platforms

We are navigating through a digital platform revolution with a new generation of platforms dominating the media scene today (with many more yet to come!). How are media organisations re-evaluating the role platforms play in content creation and distribution in this Age of Digital Platforms? And how are they harnessing the power of platforms to re-build and innovate themselves?

End of Day 1

DAY 2 (16 June)

Welcome back to Day 2

Track 3 The Connected Audiences

Is digital storytelling the future of data science? Are data-driven content and personalisation the future? And where does data and audiences fit into the bigger picture? How are media-makers using data to better understand and connect with audiences and drive digital audience growth?

Short coffee break

Track 4 New Waves of Disruptions

From Internet of Things (IoT) to Gaming to Blockchain, there's already been great debates among experts on how our world is being transformed before our eyes. One of the fascinating concepts to emerge recently is the Metaverse. Is this where we are heading and what does the future of internet means for media-makers? Are you ready for a new reality and to embrace the digital future (and culture)?

End of Event