



2024 GLOBAL NEWS FORUM: THE FUTURE OF NEWS

17 -19 July 2024
Sukosol Hotel, Bangkok

PROGRAM | DRAFT

17 July, Wednesday

- 09:00-12:00 **ABU News Group and Asiavision committee meetings**
- 12:00-13:00 Lunch
- Excursion**
- 13:00-14:00 **Depart to Visit Thai PBS**
- 14:00-14:15 **Observe People Station Program Live**
- 14:15-14:35 **Visit Newsroom
Thai PBS News Director Welcome**
- 14:35-14:50 **Visit Digital Media Studio**
- 14:50-15:00 **Thai PBS Director General Welcome**
- 15:00-16:00 **Observe Sarapan LunTung pre-recording | Thai Refreshments**
- 16:00 **Depart to Sukosol Hotel**

18 July, Thursday

- 09:00-09:45 **OPENING SESSION**
TPBS Welcome
ABU Welcome
Keynote Address
- 09:45-10:15 **CEO/News Leader Discussion on The Future of News**
 - What's the most important issue to impact on the future of news and why?
 - Challenges and crunch points.
 - Where are the best opportunities?
- 10:15-10:45 Morning Break | Networking & Refreshments
- 10:45-11:00 **Presentation: Imposter content**
- 11:00-11:45 **Session 1 | Generative AI – The new paradigm**
 - What are the latest developments in generative AI tools in newsrooms?
 - What tools are being used now?
 - Issues to emerge from the use of generative AI in newsrooms so far.
 - Tools to combat disinformation.

- 11:45-12:30 **Session 2 | The Social Media Tango – The changing relationship between news organisations and social media companies**
- Whose news is it? – the source organisation or the company that provides the platform on which it is published.
 - The impact of Meta’s decision to reduce the influence of news in its algorithms, and to stop compensating some news organisations.
 - The risk of TikTok being banned in more jurisdictions.
- The decision by LinkedIn to move into news.
- 12:30-13:30 Lunch
- 13:30-14:15 **Session 3 | TPBS forum: Truth, Trust and Democracy**
- 14:15-15:00 **Session 4 | The impact of climate change in the newsroom, more disasters, more emergency coverage**
- Operational and budget impacts, skill sets and training requirements and disinformation in disasters.
- 15:00-15:30 Afternoon break | Networking & Refreshments
- 15:30-15:45 **Showcase: Investigative journalism - TRT Emmy Award winners**
- 15:45-16:30 **Session 5 | The battle for relevance; audiences setting the agenda**
- In a bid to win young audiences and specific demographics, newsrooms are looking to audiences to identify which stories to cover.
- Audience-first newsgathering.
 - Does this just mean more celebrity news and stories about TayTay?
 - Other types of news to emerge through audience insights.
- 16:30-17:00 **Session 6 | What’s next? Future news leaders have their say**
- 17:00 **Closing**
- 18:00 **Asiavision Awards**

19 July, Friday



EDUTech Future

- 09:00 **Masterclass:**
GenAI in newsrooms: Microsoft solutions, best practices & gamification options.
By Assel Mussagaliyeva-Tang, Founder of EDUTech Future & Microsoft in Education Global Training Partner
- 12:30-13:30 Lunch
- 13:30 **ABU News Group and Asiavision committee meetings**
- 17:00 **Meeting ends**