



DAY 1 – 23 JULY 2025 (WEDNESDAY)

Venue: Skylight Hall (云天厅), Lobby Floor, Grand Skylight Hotel Royal

MC: Zhang Shanhui, CGTN, China Media Group

OPENING SESSION	
9.30 AM – 9.40 AM	<p>Welcome Remarks ZHOU Jihong, Director-General of the International Cooperation Department, National Radio and Television Administration</p> <p>Opening Remarks Ahmed Nadeem, ABU Secretary-General</p>
9.40 AM – 10.00 AM	<p>KEYNOTE ADDRESS: Building a Smart AI-Powered Backbone to Revolutionize SONG Qizhu, Chairman of China Broadnet Group</p>
10.00 AM – 10.15 AM	Coffee-Break / Photo Session
10.15 AM – 11.00 AM	<p>AI EXCHANGE (PANEL): Tech Innovation with a Conscience - The Sustainable Broadcasting</p> <p>Moderator: Nabilah Doyle, Head of Events & Communications, UN Global Compact Network Malaysia & Brunei (UNGCMYB)</p> <p>Panelist 1: Damian Surin, Academician Lecturer, Sunway College Velocity</p> <p>Panelist 2: Nusrat Akter Lovely, Regional Manager & Application Engineer, Axle.ai</p> <p>Panelist 3: Ahmad Moradi, CEO, NETSTAIRS</p> <p>Panelist 4: Samuel Yip, Assistant Vice President, Product Management & Media Solution, AsiaSat</p>
11.00 AM – 11.15 AM	<p>PRESENTATION: Theory and Practice of AI-Generated Films, AI Music, and AI Painting</p> <p>Prof. SHEN Yang, Concurrently Appointed Professor, School of Journalism and Communication & School of AI, Tsinghua University</p>
11.15 AM – 12.00 PM	<p>AI EXCHANGE (PANEL): Media Ethics & Efficiency – Finding the Common Ground</p> <p>Moderator: Nargiza Numanova, Head of ABU SG's Office</p> <p>Panelist 1: Professor Shahbaz Khan, Director of the UNESCO Office in Beijing</p> <p>Panelist 2: Iman Brotoseno, President Director, TVRI Indonesia</p> <p>Panelist 3: Zhang Shilei, Director of CGTN Digital</p> <p>Panelist 4: Tim Xu, Lead of AI Products & Solutions, MediaCorp, Singapore</p>
12.00 PM – 1.30 PM	Networking Lunch



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1.30 PM – 1.45 PM	<p>PRESENTATION: AI Robot Development</p> <p>Lu Zhaokai, Deputy Director (Acting Director) of the General Department at CMG's Social and Educational Programming Center</p>
1.45 PM – 2.00 PM	<p>PRESENTATION: Application of Generative Artificial Intelligence Technology in the Broadcasting and Online Audio-Visual Industry</p> <p>XUE Ziyu, Deputy Director of Key Laboratory of AI Application in Radio and Television (National Radio and Television Administration), Institute of Information and Security Technology, Academy of Broadcasting Science</p>
2.00 PM – 2.45 PM	<p>AI EXCHANGE (PANEL): Regulation vs Innovation: Striking the Right Balance in AI Development</p> <p>Moderator: Dr. Seemantani Sharma, ABU Legal Manager</p> <p>Panelist 1: Ts. Jacky Cheong, Head of Enterprise Data Governance, CelcomDigi Malaysia</p> <p>Panelist 2: Sophia Wistehube, EBU Senior Legal Counsel in charge of the AI Act</p> <p>Panelist 3: Dr. Veysel Binbay, Director of Technology and Innovation, ABU</p> <p>Panelist 4: Suranga Jayalath, Group Director Legal, CMG Sri-Lanka</p>
2.45 PM – 3.00 PM	<p>PRESENTATION: Intelligent program production technology based on large model</p> <p>Xuming Wen, VP of Technology, SOBEY</p>
3.00 PM – 3.15 PM	<p>SPEECH/ PRESENTATION: Application Practice of Artificial Intelligence in Pan-Media Scenario</p> <p>LUO Yin, CEO of Beijing Wenge Technology Co.,Ltd</p>
3.15 PM – 3.45 PM	Coffee-Break
3.45 PM – 4.00 PM	<p>PRESENTATION: Practice and prospect on AI technology in Broadcasting Industry</p> <p>MEI Jianping, Director of Data Application, Technical Bureau, CMG, Deputy Director of State Key Lab of UHD Communications and Presentations</p>
4.00 PM – 4.45 PM	<p>AI EXCHANGE (PRESENTATIONS): AI on Air - The Transformation of Broadcasting</p> <p>Moderator: Zhang Shanhui, CGTN, China Media Group</p> <p>Presenter 1: Hélène Rauby-Matta & Justin King, Ai School EBU Academy</p> <p>Presenter 2: Leon Fan, Director of Sports and Media & Gaming Solution, Alibaba Cloud</p> <p>Presenter 3: NG Kam Man, Head of Video Editing at RTHK</p> <p>Presenter 4: Andhika Anggawan (Kangga), Producer RRI Indonesia</p>



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4.45 PM – 5.00 PM	PRESENTATION: Intelligent Lightweight Program Production System DONG Ning, CTO of SEEDER
5.00 PM	END OF DAY 1

DAY 2 – 24 JULY 2025 (THURSDAY)

Venue: Skylight Hall (云天厅), Lobby Floor, Grand Skylight Hotel Royal

9.00 AM – 10.00 AM	MASTERCLASS: The AI Director's Playbook - Directing the Future of Broadcasting (Part 1) Craig McCosker, Group Product Manager, ABC Australia
10.00 AM – 10.30 AM	INTERVIEW: How the acceleration of AI is reshaping information—and why trusted media must lead the way? Dr. Michael Kollo, CEO of Evolved.ai
10.30 AM – 12.00 PM	MASTERCLASS: The AI Director's Playbook - Directing the Future of Broadcasting (Part 2) Craig McCosker, Group Product Manager, ABC Australia
12.00 PM – 1.30 PM	Networking Lunch
1.30 PM – 4.00 PM	Free time to visit BIRTV Exhibition Venue: China International Exhibition Center (5 minutes walking distance from the Grand Skylight Hotel Royal)
END OF EVENT	