TENTATIVE PROGRAMME

DAY 1 – 23 JULY 2025 (WEDNESDAY)

9.00 AM – 9.30 AM	**OPENING SESSION**
9.30 AM – 10.00 AM	**KEYNOTE ADDRESS -** Industry leader
10.00 AM – 11.00 AM	**AI EXCHANGE: Tech Innovation with a Conscience - The Sustainable Broadcasting** *(Panel Discussion - 1 Moderator, 3 Speakers)* As innovation in media and technology accelerates, it also brings new challenges for sustainability — including environmental impact, digital waste, and social responsibility. This session invites thought leaders to explore how the industry can move forward with purpose and accountability.
11.00 AM – 11.30 AM	**LAUNCHING CEREMONY -** Ministerial level
11.30 AM – 12.30 PM	**AI EXCHANGE: Media Ethics & Efficiency – Finding the Common Ground** *(Panel Discussion - 1 Moderator, 3 Speakers)* In the fast-moving world of AI and automation, media organisations face growing pressure to work faster, smarter, and cheaper — while still upholding ethical values. This session explores how the industry can strike a balance between efficiency and integrity in content creation, distribution, and decision-making.
12.30 PM – 2.00 PM	Networking Lunch
2.00 PM – 2.30 PM	**KEYNOTE ADDRESS -** Ministerial level
2.30 PM – 3.30 PM	**AI EXCHANGE: Regulation vs Innovation** *(Panel Discussion - 1 Moderator, 4 Speakers)* As AI rapidly evolves, governments and industries face a tough question: how do we encourage innovation while keeping it safe, fair, and accountable? This session explores the tension between regulation and progress — and how the right balance can unlock responsible growth in media and technology.
3.30 PM – 4.00 PM	Coffee break
4.00 PM – 5.00 PM	**AI EXCHANGE: AI on Air - The Transformation of Broadcasting** *(Thematic Presentations – 1 Moderator, 3 Speakers, 10 min each)* AI is becoming an integral part of modern broadcasting — from newsroom automation to content personalisation and beyond. In this session, speakers from leading broadcasters and unions will share how they are adopting AI in their workflows, the impact it's making, and what it means for the future of the industry.
5.00 PM	**End of Day 1**

TENTATIVE PROGRAMME

DAY 2 – 24 JULY 2025 (THURSDAY)

9.00 AM – 10.30 AM	**MASTERCLASS: TBC**
10.30 AM – 11.00 AM	Coffee break
11.00 AM – 12.30 PM	**MASTERCLASS: TBC**
12.30 PM – 2.00 PM	Networking Lunch
2.00 PM	**End of Day 2**