Asia-Pacific Broadcasting Union

Radio România

ABU Con FEST 2026

Next-Gen Content & Culture

PROGRAMME

Royale Chulan Damansara, Selangor, Malaysia

7-9 July 2026

DAY 1 7 JULY 2026

09:30	Opening remarks - **Aoki Kazunori**, Director of ABU Programming
09:40	**Session 1: Media at a Crossroads** Senior leaders from public, regional and commercial media organisations discuss strategic priorities, content leadership, and industry transformation. This panel will explore how media is adapting to shifting audiences, platforms, and expectations in a rapidly changing global landscape. **Moderator: Andrew Davies**, ABU Head of Radio · **Jean Philip De Tender**, EBU Deputy Director General, Switzerland · **Tshilidzi Davhana**, SABC General Manager Factual Content, South Africa · **Claire M Gorman**, Head, ABC International, Australia · **Ashwad Ismail**, Director General RTM, Malaysia · **Kora Nou**, Managing Director NBC, Papua New Guinea
11:00	Coffee break
11:30	**Session 2: Animating Growth** Animation is redefining how stories connect with audiences. Hear from multiple experts on the creative, technical, and cultural forces driving the next wave of animated content. · **Faruk Güven**, TRT, Türkiye · **Farhana Abdullah**, MYTV, Malaysia · **Dani Uzair**, UiTM Student, Faculty of Animation, Malaysia · **Majima Ryo** & **Honda Shinichiro**, Sony Music, Japan "LisAni!" project.
12:30	Lunch break @ ROYALE COFFEE HOUSE, LEVEL 1
14:00	**Session 3: Workshop – Speaking to an Audience** · **Eric Nuzum**, Co-Founder of Magnificent Noise and Creator of Iconic Podcasts, USA Traditional broadcasting speaks to the general public. Digital content succeeds when it speaks clearly to a specific audience. This interactive workshop introduces broadcasters to an audience-first approach to developing podcasts, video programs, and digital content. Through guided exercises and small-group discussions, participants will define a target audience, shape a content idea specifically for that audience, identify the value the audience receives from the content, and practice describing the idea in a way that encourages people to listen, watch, and share. Designed specifically for broadcasters, the session focuses on practical editorial thinking rather than technology or platforms.
16:00	Refreshment and End of 1st Day

DAY 2 8 JULY 2026

09:30	**Welcome & Opening Remarks** · **Ahmed Nadeem,** ABU Secretary-General · **Claire M Gorman**, Chairperson of ABU Programme Committee and Head, ABC International, Australia
	Cultural Performance
09:50	**Session 4: Conversation with Eric Nuzum** **Moderator: Andrew Davies**, ABU Head of Radio **Eric Nuzum**, Co-Founder of Magnificent Noise and Creator of Iconic Podcasts, USA
10:50	Refreshment Break
11:10	**Session 5: Scroll, Stream, Engage: Capturing the Next-Gen** How media organisations in Europe, Asia-Pacific and Africa are shifting their approach to the creation and distribution of content to reach younger audiences. · **Jean Philip De Tender**, EBU Deputy Director General, Switzerland · **Claire M Gorman**, Head, ABC International, Australia · **Tshilidzi Davhana**, General Manager Factual Content, SABC, South Africa · **Debarati Guha**, Director Programs for Asia, Deutsche Welle, Germany · **Shirakawa Hiroyuki**, Senior Producer, NHK, Japan
12:00	**Session 6: A FAST Future** Free Ad Supported Streaming TV (FAST) channels offer new opportunities—and new challenges. Learn how they differ from traditional TV, the commercial models that underpin them, and the battle for discoverability in the FAST landscape. · **Jasmine Low**, Cofounder and Impact Producer / Presenter, EQN Activation Malaysia-Australia · **Radha Vengadasalam**, Assistant Director, RTMKLIK, Malaysia · **He Weiwei**, Chief Editor of the Global Business Department, CMG/CGTN, China
12:30	Lunch Break @ ROYALE COFFEE HOUSE, LEVEL 1
14:00	**Her Excellency Ms. Danielle Heinecke**, Australian High Commissioner to Malaysia Remarks
14:10	*KLP48 Performance*

DAY 2 8 JULY 2026

14:25	**Session 7: Building Digital Communities** How do you create a digital community around a brand, product, podcast or TV show? Hear from four leading creatives as they share their strategies, experiences, and lessons learned from building engaged, loyal communities. **Moderator: Zaidel Baharuddin**, Policy Researcher & CentGPS Director, Malaysia · **Nori Abdullah**, Kita Family Podcast, Malaysia · **Rhys William**, Mat Salleh Cari Makan, Malaysia · **Maruyama Daisuke**, Representative Director of LDH, Thailand-Japan · **Danielle Chong**, Founder, T Party Digital Malaysia
15:10	Refreshment Break
15:25	**Session 8: From Experiment to Impact** A rapid-fire showcase of innovative content projects that provide fresh and engaging experiences for audiences. · **Shiva Ruppeni**, Strategic Consultant & Media Professional, Malaysia · **Tsutsumida Kenichiro**, NHK Enterprise, Japan (Archive × AI × VR) · **Park Sangwook**, Deputy Director, Documentary Centre, KBS, South Korea · **Andi Permad**i, Head of New Media Content and Collaboration, RRI, Indonesia · **Peter Scot**t, Presenter and Correspondent, RT, Russia · **Shimazu Rihito**, NHK, Japan · **Ta Bich Loan**, Media Ai Lab, Vietnam
16:35	**Session 9: Fireside Chat – Beyond Broadcast: What Creators Know That Networks Don't** What creators built without infrastructure, budget or permission, and what broadcasters can take from it. **Moderator: Shiva Ruppeni,** Strategic Consultant & Media Professional, Malaysia · **Ling Yah**, Personal brand strategist, content creator, Malaysia · **Bernard Hiew**, Musang King Group CEO, Content Creator, Malaysia · **Ili Ruzanna**, Radio personality, singer-songwriter, content creator, Malaysia · **Caprice**, Content Creator, Malaysia
17:15	Closing

DAY 3 — 9 JULY 2026

09:30	**Session 10: Short, Sharp, and Scalable: The Rise of Micro-dramas** Micro-dramas are reshaping serialized storytelling through short-form and mobile-first formats. This session explores why they're scaling fast, how they're produced, the use of AI, and what the growth means for creators and commissioners. **Moderator: Ikhsan Sukiman**, RTM, Malaysia **Panelists:** • **Dipashree Das**, CEO & Co-founder, 11:11 Content, UAE • **James Reevell**, Founder of Fresh Slate and Digital Media Consultant, UK • **Craig McCosker**, Group Product Manager, Future Focus, ABC, Australia • **Abid Hussain**, Founder & CEO, Creative Stew, Malaysia
10:10	**Session 11: Trusted Media in Times of Crisis** Six speakers explore the role media plays during crises, natural disasters and emergencies. Themes include coordination, media information literacy and technological preparedness. • **Debarati Guha**, Director Programs for Asia, Deutsche Welle, Germany • **Indra Singh**, ABU Director of News • **Fujishita Wataru**, Executive Controller, NHK • **Boris Raonic**, Director General, Radio and Television of Montenegro (RTCG), Montenegro • **Nargiza Numanova**, Head of ABU Secretary-General Department • **Dr Mohsen Sohani**, Head of Radio Drama, IRIB (video)
10:50	Refreshment Break
11:00	**Session 12: The Rules of Content: Copyright, AI and Platform Influence** Covering the legal and rights fundamentals every content-maker needs to know, this session explores rights ownership and evolving regulatory frameworks. • **Haruyuki Ichinohashi**, Chair of ABU IPLC, Japan • **Milen Mitev**, Director General, Bulgarian National Radio (BNR), Bulgaria • **Amiruddin Jemaat**, Chief Assistant Director Media Technology Application Section, RTM, Malaysia • **Abdollah Amirkhani**, Director General of Data Governance and Artificial Intelligence, IRIB & Professor of Iran University of Science and Technology

DAY 3 — 9 JULY 2026

11:30	**Session 13: Crossing Borders, Keeping Roots: Culture in Motion** As culture moves through media and technology, creators turn tradition into motion —reshaping content, storytelling, music, and identity. This session discusses how culture is continually evolving through the media and how our roots help fuel what's next. **Moderator: Thinley Yangchen Dorji**, General Manager, News and Current Affairs Department BBS, Bhutan · **James Reevell**, Founder of Fresh Slate and Digital Media Consultant, UK · **Dato' Asfarena Samion**, Batik Industry, Arena Cipta Klasik, Malaysia · **Dr Dan Santa**, Director of International Relations, Romanian Broadcasting Corporation, Romania · **Justine Kelly**, Manager, Audio Output and Strategy, ABC International, Australia
12:15	Lunch Break @ ROYALE COFFEE HOUSE, LEVEL 1
14:00	**Session 14: Science That Sticks: Reaching Gen Z in the Scroll Era** A behind-the-scenes look at translating complex science and health information into engaging short-form social media content. Exploring audience-first thinking, fighting misinformation, and how broadcast media can evolve to bring educational content to younger audiences. · **Maddie Massy**, science communicator, presenter and content creator, Australia
14:45	**Session 15: New Voices, New Futures: From Vision to Leadership** As new generations of storytellers emerge, their voices shape how communities are understood, cultures are preserved, and futures are imagined. This 2 Part session explores how nurturing new voices through storytelling and institutional support can drive meaningful cultural and social change. **Moderator: Nurashikin Zaharuddin**, Walkabout Asia, Malaysia ***Part 1 - Finding New Voices*** · **Bernard Lim**, Filmmaker, Malaysia · **Agnes Yap**, Filmmaker, Malaysia ***Part 2 - Building New Futures*** · **Liza Karim**, Vice President of Communications at PNB Merdeka Venture Malaysia · **Dr. Ceelia Leong**, Director, Think City, Malaysia
15:30	Refreshment Break

DAY 3 — 9 JULY 2026

16:00	**Session 16: Fresh Voices, Bold Ideas** New and emerging media professionals and senior practitioners discuss industry expectations, barriers to entry, and the importance of mentoring, training, and clear career pathways in shaping the next generation entering the media industry. **Moderator: Claudine Ryan**, Manager, Screen, ABC International Services, Australia • **Victoria Frances Teng**, Junior Consultant, Public Relations, Archetype, Malaysia • **Dani Uzair**, UiTM Student, Faculty of Animation, Malaysia • **Nessa McGann**, Project Director & Core Programming Team, Radiodays Asia & Radiodays Europe, Ireland • **Tomidokoro Satoshi**, Sound Designer, NHK, Japan • **Issada Aisiri (Aim)**, Managing Director, Miracle Mushroom, Thailand
16:45	**Session 17: Pitching Session** • **Miki Mori**, JAMCO, Japan • **Nessa McGann**, Project Director & Core Programming Team, Radiodays Asia & Radiodays Europe, Ireland • **Nikki Yeo**, Go International Group, Malaysia • **Peter Scott**, Presenter and Correspondent, RT, Russia. • Tourism Malaysia
17:30	Closing remarks by Director, ABU Programme Department

Supported by: