

## Conference Organisers



# RadioAsia 2012

**RADIOASIA2012 CONFERENCE: Connect Me to the World**  
7 – 9 May 2012, JAKARTA

**Co-sponsor**



**Indonesian Partner**



**Media Partner**



The RadioAsia Conference brings together leading radio media practitioners, communication specialists, policy makers, and academics from across the Asia-Pacific and beyond. Eminent speakers, specializing in various aspects of radio and communications, use this platform to share their perspectives. The event comprises a half-day of workshops followed by a two and a half day conference where leading radio personalities deliver papers and presentations.

RadioAsia is the only international radio programming event of its kind in the region. Over the years, this annual gathering of industry players has attracted a great deal of attention from radio broadcasters and other players in the radio industry across the world.

RadioAsia 2012 Conference will be held in Jakarta from 7 – 9 May 2012. The conference will address current pressing issues facing the resurgent radio broadcasting industry in Indonesia and in the rest of the region. This conference is designed to bring value to all radio broadcasters and to others who are part of this industry.

<b>RADIO WORKSHOPS</b> <b>Day 1: 7 May 2012 (Monday)</b> <b>Workshops on specific subjects of topical interest</b>	
<b>Workshop 1</b> 9-10:30 am	Radio Content and the Dynamic Role of DJs
<b>Workshop 2</b> 9-10.30 am	Social Media and Radio
<b>Workshop 3</b> 11am -12.30 pm	Radio Journalism
<b>Workshop 4</b> 11am -12:30 pm	Health Check through Audience Research

## **RADIOASIA2012 CONFERENCE: Connect Me to the World**

Radio is everywhere. In cars, stores, the workplace, online - no matter where you turn you hear content that is being broadcast on FM waves. Why does this technology exist anymore? Simply because Radio offers so much more than just music, radio connects people.

While radio and online are both perceived as providing connection with people's social communities but on different levels. Radio connects people with their wider network e.g. their local community or broader community of interest (My Wider World) as against online (My World).

Radio is getting more connected to the rest of the world. There are a lot of radio sets hidden within connected devices. That FM radio in the mobile phone could connect to the Internet to discover more about what it's listening to.

Radio can be a direct link for men and women to share information with others in their own communities. Community radio is an excellent case in point. It can also help them build bridges to connect with those in other communities.

At the same time, there is a change happening to radio. Digital radio provides many possibilities for new content applications together with a host of data based services and even graphics and still pictures – visual radio.

## CONFERENCE PROGRAMME

<b>Day 1: 7 May 2012 (Monday)</b>	
2:00 pm	<p><b>Opening Ceremony</b></p> <p><b>Welcome Remarks</b></p> <p><b>Keynote Address</b></p> <p><b>Address by Principal Sponsor</b></p> <p><b>ABU Radio Song Festival: An Introduction</b></p>
2.45-3.15 pm	<b>Refreshment Break</b>
<b>Session 1</b> 3:15-4.45 pm	<p><b>Connecting Audiences to the World: Engaging Listeners of all Generations</b></p> <p>While some radio broadcasters have re-invented themselves to meet the needs of the audiences, the issue of connecting with the audiences and engaging the listeners still needs more innovation and attention. With the radio consumers accessing multiple platforms for content consumption and emergence of multi-platform radio, convergence of receiving devices, onset of global programming and diverse audiences, the listener connectivity has acquired new meaning and nuances. This session addresses how to enhance radio broadcasters' connectivity and engagement with the audiences in the face of the changing trends.</p> <p>Some suggested topics are:</p>
	Radio is everywhere
	Radio offers so much more than just music
	Radio connects people
	Radio is special because it fills a basic human need- being in touch
<b>Session 2</b> 4.50-6.00 pm	<p><b>Technology Enhances Radio Services: Digital Radio Systems and the New Face of Radio</b></p> <p>While content is the king, technology continues to enhance radio content creation capacities and delivery of programmes. It offers new capabilities in creating content, enables new genres of offerings to audiences on the platform and time of their choice. Radio keeps changing because of technology. It is no longer just CDs, MP3s and satellite radio, but the likes of streaming audio, Wi-Fi hotspots in the car, mobile streaming, personalized playlists and audio streaming services moving into local ad sales. This session receives updates on what new tools and facilities the technology has come up in radio broadcasting in the last few years.</p> <p>Suggested topics:</p>

	With online around, why does radio technology exist anymore?
	Online and Radio on Mobile Devices
	Visual Radio: Concept and Added Value
	Radio Listening in the Car: What is New
	New Radio and Content Production Workflows
	The Magic of Surround Sound in Radio
	Radio Journalist and their New Tools
<b>Day 2: 8 May 2012 (Tuesday)</b>	
<b>Session 3</b> 9-10:30 am	<p><b>Radio Scene in Indonesia: The Boom is at Door</b></p> <p>Indonesia has a huge radio audience with access to both public service and commercial radio broadcasts. In fact, the public service broadcaster has set up a most sophisticated and extensive radio network for coverage of the whole population, a huge task given the geography of the country. Commercial broadcasters are addressing more concentrated and affluent population groups. Even the Community Radio has a vital role to play in Indonesia. Business promotion is a crucial task for commercial radio, something that brings in revenue. This session focuses on radio in Indonesia, particularly on maximizing value for audiences through new genres of services, including through digital radio. It helps to understand how the industry is preparing itself to face the upcoming boom period.</p> <p>Suggested topics:</p> <p>Public Service Radio: What has been Achieved</p> <p>Commercial FM Radio: A Success Story</p> <p>Radio on the Take-off: Preparing for the Boom</p> <p>Connecting the 28000 Island: Meeting the Challenge</p> <p>Indonesian Community Radio makes Progress</p> <p>New Content Genres in FM Radio</p> <p>Taking Radio Business to a New Level</p>
<b>Session 4</b> 11 am- 12:30 pm	<p><b>Panel Discussion: New Strategies in Radio Broadcasting</b></p> <p>The transformation in radio broadcasting has opened up new opportunities while adding on to the challenges faced by the industry. With mp3 players and the Internet, people can hear whatever they want, can't they? Actually they can't. Radio offers so much more than just music. Radio connects people. But at the same time, new media consumption through I-phones, iPods and the like, have changed the radio industry dynamics and transformed its markets, programming and audiences. All this compels broadcasters to reassess their offerings and the programming, as also how they conduct their business.</p>

	<p>With this changed scenario, it is imperative to explore new strategies that the radio broadcasting industry should adopt to remain a potent force in the media market space.</p> <p>A panel of distinguished panellists will examine various aspects of the issue, including the influence of branding, audience research and on-line strategies and come up with some guidelines.</p> <p>Suggested topics for exploration:</p> <ul style="list-style-type: none"> <li>• The future Radio stations: What can be done to meet the changing situation</li> <li>• Where will Radio be in Few Years? – A Strategic View</li> <li>• Diversifying Your Programming: Shows which cater for all audiences (youth and older people)</li> <li>• Something new that can inspire audiences</li> </ul>
12:30-2 pm	<b>Lunch</b>
<b>Session 5</b> 2-3.30 pm	<p><b>Radio Promotes Environmental Protection</b></p> <p>Raising awareness of climate change and environmental issues has emerged as a new challenge for radio broadcasters. Green Radio, as radio programming on environmental awareness and its protection is called, is the current focus of radio broadcasts. Climate change is a global issue and everybody on this planet shares the responsibility. Radio, as a mass medium, has a unique position to lead the people on global warming issues.</p> <p>Natural disasters disrupt communication channels and media infrastructure, particularly in the event of tsunamis. The importance of media in the aftermath of such natural disasters is widely recognised. There is a need to be informed about relief efforts, local news and radio also plays a pivotal role in disseminating information about family members that are missing (wellness information). Radio is the most important and a powerful means of communication in the wake of a crisis. This session addresses the pivotal role of radio in this area.</p> <p>Suggested topics:</p> <p>Green Radio and its Crucial Role in People’s Lives</p> <p>Creating Awareness on Environmental Protection</p> <p>Radio Educates People in Disaster Preparedness: Building Capacities in Society</p> <p>Radio and Emergency Warning: The 2011 Experience</p> <p>Wellness Radio: Critical Public Service Function</p>
<b>Session 6</b> 4-5:30 pm	<p><b>Community Radio Movement: How it Supplements Public Broadcasting Role</b></p> <p>Local community radio essentially has the attributes of a community owned and community participation venture. Community radio, while being a platform for community to express themselves through its own means of</p>

	<p>communication, helps positively in establishing cohesion in the community.</p> <p>Young people have a lot to think about, but not enough outlets to speak about their challenges, to voice their concerns, or to share their triumphs. They need the opportunity to tell their own stories and to learn from the stories of others. Community radio production and broadcasts provide such a space.</p> <p>Community radio has been demonstrated to be a major component of the development process and social change in many parts of the world. Community radio focuses on issues relating to education, health, environment, and agriculture and rural and community development. It can also help them build bridges to connect with those in other communities.</p> <p>This session addresses the development of Community Radio and its importance in the Asian Communities.</p> <p>Suggested topics:</p>
	Youth should Drive Community Radio
	Economics of Running Community Radio
	Community Radio: Agent of Social Change
	Broadcasters Assisting the Community Radio Movement
	Community Radio in Urban Areas
<b>Day 3: 9 May 2012 (Wednesday)</b>	
<b>Session 7</b> 9-10.30 am	<p><b>Managing Radio Content in the Current Media World</b></p> <p>Radio is no longer only a stand-alone medium. Technological Convergence has meant that multimedia is the norm more than the exception. Progressive innovations like iTunes, iPads, and other mp3 players have all bundled radio as a featured application. Is such a convergence with the other media formats a positive or negative attribute to radio today? How to manage the radio content for such converged media world? This session will address the related issues in this area.</p> <p>Suggested topics are:</p>
	Content Creation for Multi-platform Environment
	On-air, On-line Song Contests
	Creative Content for On-line Delivery
	Sports Radio: Offering Content on International Sports
<b>Session 8</b> 11 am- 12:30 pm	<p><b>Getting to the 'Top of the Market'</b></p> <p>This session will receive reports from leading broadcasters on how they were able to rise to the top levels in their respective markets.</p>
12:30-2 pm	<b>Lunch</b>

<p><b>Session 9</b> 2-3:30 pm</p>	<p><b>Radio Broadcasters' Case studies</b></p> <p>Interesting case studies by several broadcasters on the following aspects of radio broadcasting.</p> <ul style="list-style-type: none"> <li>- Radio and Environment</li> <li>- Radio Contests</li> <li>- Success of Open Studio Concept</li> <li>- Success factors for Commercial Radio</li> <li>- Challenges facing Radio in the Pacific</li> <li>- Youth Radio</li> <li>- Internet Radio and its Relevance and Uptake</li> <li>- Progress of Digital Radio</li> </ul>
<p><b>Session 10</b> 4-5:30 pm</p>	<p><b>Radio and Social Media: Making use of the Opportunity</b></p> <p>Social media have virtually gone viral. Everything event that carries a message is reflected on the social media networks. These networks provide immediacy in conveying the messages the huge number of networked participants. The social media networks are thus a highly efficient platform for conveying content, something which was totally in the domain of the broadcasters for almost a century. The issue is not whether radio broadcasters should stay away from this media revolution, the crucial issue is how best to make the use of this tremendous opportunity to reach our audiences. And what are the potential challenges and opportunities of radio programming for the social networks? Is there still a space for them on these platforms? This session addresses these opportunities and challenges.</p> <p>Suggested topics are:</p> <p>Engaging Young Audiences through Radio</p> <p>Social Networks Changing Rules for Radio</p> <p>Using New Media to get Closer to Audiences</p> <p>Diversifying Programming to face Social Networking Challenge</p> <p>Does Radio have a Future in Social Messaging Environment?</p>
<p><b>Conference Concludes</b></p>	

## **Theme: Connect Me to the World**

Radio is everywhere. In cars, stores, the workplace, online- no matter where you turn you hear content that is being broadcast on FM waves. Why does this technology exist anymore? With mp3 players and the Internet, people can hear whatever they want, can't they? Actually they can't. Radio offers so much more than just music. Radio connects people.

Radio is special because it fills a basic human need. Knowing that there is a DJ on the other end of the spectrum, sending you signals- there's something very comforting about it and radio offers you variety. Even someone stranded on a desert island would feel more connected if they could hear a broadcast.

Radio and online are both perceived as providing connection with people's social communities but on different levels. Online operates more within people's immediate social network, allowing them to stay in touch with friends and highly defined communities of interest (My World). Radio connects people with their wider network e.g. their local community or broader community of interest (My Wider World).

Young people have a lot to think about, but not enough outlets to speak about their challenges, to voice their concerns, or to share their triumphs and strategies for success. They need the opportunity to tell their own stories and to learn from the stories of others.

Radio production and broadcasts provide such a space. Radio connects young people to each other. It has the power to inform, educate, entertain, and to inspire a generation of future leaders.

It is easy to forget that often low-tech methods of communication can have a much greater reach and impact than the high-tech communications methods of the digital era. Less affluent or remotely located men and women or those in island countries simply do not have access to all the technologies that allow them access to global information, something that city dwellers take for granted.

Community radio is an excellent case in point. It can be accessible to far more people, the technology needed is far more cost-effective and widely available to the community than a 3G phone or a laptop connected to broadband. Radio can be a direct link for men and women to share information with others in their own communities. It can also help them build bridges to connect with those in other communities.

At the same time, there is a change happening to our radio. Digital radio provides many possibilities for new content applications together with a host of data based services and even graphics and still pictures – visual radio. And content is still the key driver for the success of digital broadcasting. This is applicable particularly to digital radio. Content for digital radio can be quite different from the type of content that is broadcast on analogue radio.

Radio is getting more connected to the rest of the world. That FM radio in the mobile phone could connect to the internet to discover more about what it's listening to. In short, there are a lot of radio sets hidden within connected devices.