

Day 1 - 25 FEB, Tuesday	Session	Description
09:30-10:30	Session 1 Personalization and AI in Broadcasting Content Creation	Exploring how AI is driving personalized content creation, enhancing viewer engagement and redefining the creative process.
11:30-13:00	Session 2 Immersive Media – Exploring New Realities	A deep dive into immersive technologies, their transformative impact on storytelling and audience experience.
14:00-15:30	Session 3 Innovations in Media Archives and AI Integration	Exploring how AI-driven technologies are revolutionizing media archives, ensuring efficient content management and retrieval.
16:00-17:30	Session 4 Real-Time Interactivity; Challenges & Opportunities	Discussing on the technical and creative obstacles and solutions in delivering seamless real-time interactivity to audiences.
Day 2 - 26 FEB, Wednesday		
09:00-10:30	Session 5 Advancements in Broadcasting Technologies and Standards	The session will investigate latest industry trends and advancements in broadcast technologies, standards, Audio/Video Coding etc. that Shapes the Future in broadcasting.
11:00-12:30	Session 6 Next-Gen Media Distribution	This session delves into the evolving landscape of media distribution, discussing the hurdles and innovative strategies for next-generation content delivery.
14:00-15:30	Session 7 Cybersecurity in Broadcasting – Protecting Digital Assets	Sharing on the safeguarding digital media assets in an era of increasing cyber threats and vulnerabilities.
16:00-17:30	Session 8 Industry Debate –	
Day 3 - 27 FEB, Thursday		
09:00-10:30	Session 9 Hybrid Media Ecosystems – IP & Traditional Broadcasting	Discussing the convergence of IP-based and traditional broadcasting methods to create a unified media ecosystem.
11:00-12:30	Session 10 Innovative Media Solutions: Deployment and Developments	Showcasing the latest advancements in deploying innovative media solutions and their impact on the industry.
14:00-15:30	Session 11 Advances in Cloud Workflows and remote tools for Media Production	Highlighting the role of cloud technologies and remote production tools in modern media workflows.
16:00-17:30	Session 12 Sustainable Practices and GREEN INNOVATIONS in Broadcasting and Delivery	Focus on eco-friendly technologies and sustainable practices revolutionizing the broadcasting industry.