

LAMPIRAN A

**JADUAL PELAKSANAAN
19TH ASIA MEDIA SUMMIT: PRE-SUMMIT WORKSHOP ON A.I IN
TELEVISION BROADCAST AND PRODUCTION**

1 SEPTEMBER 2024 / AHAD			
WAKTU	PROGRAM	PENCERAMAH	LOKASI
0830 – 0900	PENDAFTARAN	Pn. Shaidatul Ain En. Munir Asyraf	Dewan Dinamik, IPPTAR
0900 - 0930	Pengenalan kepada <i>A.I In Television Broadcast and Production</i>	Pengacara Majlis	Dewan Dinamik, IPPTAR
0930 - 1030	Module 1: Available and Developing A.I: a) <i>Television Broadcast & Production Scene and It's transitions</i> b) <i>The engineering aspects</i>	Tenaga Pengajar: (Ms. Sunghee Han)	Dewan Dinamik, IPPTAR
1030 - 1045	REHAT		
1045 – 1200	(Sambungan) Module 1: c) <i>Emergence of A.I – The Broadcast and Production Scene now and beyond</i> d) <i>The risks and the success stories</i> e) <i>Adapting A.I in Television – Maintaining Authenticity</i>	Tenaga Pengajar: (Ms. Sunghee Han)	Dewan Dinamik, IPPTAR
1200 - 1230	Module 2: A.I in TV a) <i>Production</i> b) <i>Broadcast</i>	Tenaga Pengajar: (Ms. Sunghee Han)	Dewan Dinamik, IPPTAR
1230 - 1400	REHAT		
1400 - 1500	(Sambungan) Module 2: c) <i>Programming</i> d) <i>Engineering</i>	Tenaga Pengajar: (Ms. Sunghee Han)	Dewan Dinamik, IPPTAR
1500 - 1545	Module 3: Research & Development in AI for TV and Electronic Media	Tenaga Pengajar: (Ms. Sunghee Han)	Dewan Dinamik, IPPTAR
1545 - 1600	REHAT		
1600 - 1700	Module 4: A.I Tools Demonstration a) <i>VVERTIGO – Korea Broadcasting Systems A.I Tool</i> b) <i>The transition, cost and impact</i> c) <i>Human Resource</i> d) <i>The potential in Broadcast and Production with A.I</i>	Tenaga Pengajar: (Ms. Sunghee Han)	Dewan Dinamik, IPPTAR

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2 SEPTEMBER 2024 / ISNIN			
WAKTU	PROGRAM	PENCERAMAH	LOKASI
0830 – 0900	PENDAFTARAN	Pn. Shaidatul Ain En. Munir Asyraf	Dewan Dinamik, IPPTAR
0900 - 0930	<i>Recap of Day 1</i>	Pengacara Majlis	Dewan Dinamik, IPPTAR
0930 - 1100	Module 5: Harnessing the Power of AI in Media and Broadcasting: Trends, Applications, and Live Demos a) <i>Key Trends and Future Expectations in A.I</i> b) <i>Leveraging AI for Media Today</i>	Tenaga Pengajar: (Mr. Dion Wiggins)	Dewan Dinamik, IPPTAR
1100 - 1115	REHAT		
1115 – 1245	(Sambungan) Module 5: c) <i>What's Next for AI in Media</i>	Tenaga Pengajar: (Mr. Dion Wiggins)	Dewan Dinamik, IPPTAR
1245 - 1400	REHAT		
1400 - 1545	Module 6: Adapting Appropriately to A.I Technology a) <i>Should A.I in mainstream Broadcast & Production be regulated</i> b) <i>What can be used to measure authenticity</i> c) <i>Is A.I the future for the Broadcast and Production</i>	Tenaga Pengajar: (Ms. Sunghee Han)	Dewan Dinamik, IPPTAR
1545 - 1600	REHAT		
1600 – 1630	Q&A SESSION	Tenaga Pengajar: (Ms. Sunghee Han & Mr. Dion Wiggins)	Dewan Dinamik, IPPTAR
1630 - 1700	Penilaian Bengkel dan Penutup	Pn. Shaidatul Ain En. Munir Asyraf	Dewan Dinamik, IPPTAR