



"New Media in the Era of the 4th Industrial Revolution"

**Shusha, Azerbaijan**

**CONCEPT NOTE**



## GENERAL DESCRIPTION



The modernization of the global information environment, the widespread use of advanced technologies in the media industry, and overarching digitization have urged an emergence of a new and dynamic media landscape worldwide. This acceleration of industry trends has prompted local and international media outlets to rethink and re-design their business models.

As widely known, technological progress penetrates every segment of modern society and significantly impacts the media industry, leading to fundamental changes and the establishment of new media products and services.

The ongoing media reforms in Azerbaijan stimulated the development of operating principles of the Azerbaijani media in line with modern standards and the adoption of creative ideas to meet the globalized world's needs.

The new development phase of the modern era, known as "Industry 4.0," brings many new concepts related to media and presents an array of challenges for traditional and digital media.

Therefore, the Global Media Forum focuses on analyzing trends in the media industry globally, strengthening national opportunities, expanding and developing international cooperation, and exploring innovative opportunities.

## PURPOSE OF THE FORUM

Today, the media of any country plays a crucial role in promoting the development of state-building, democracy, economy, social, cultural, and of many other fields. Thus, content creation in new media, consumer behavior, the interaction between media and business sector, innovations, and the establishment of practical dialogues are of great importance in the overall development.

The Forum aims to provide a platform for officials, media and civil society, state and business actors, defenders of media freedom, representatives of international organizations, scientists, and experts to share views, exchange best practices and explore opportunities.

The event expects to welcome over 200 guests from both local and international media, government officials, state and business actors, media freedom advocates, representatives of international organizations operating in Azerbaijan, scientists, and experts.



## **FORUM SESSIONS AND TOPICS OF PANEL DISCUSSIONS**

**The forum will feature panel discussions on a range of topics aimed at analyzing global trends and seeking answers to pressing questions in the following sessions:**

### **Session 1. The Future of Media: Journalism in the Digital Age, New Tools and the Role of Media in Communication**

***Panel discussion topic:***

- *The future of media: The next steps for traditional media, with a focus on digital transformation.*

### **Session 2. Investment and Consumption Trends in Media**

***Panel discussion topics:***

- *Media management and the creation of sustainable business models in the modern information environment.*
- *Consumption trends in new media and media literacy, including methods to counter disinformation and fake news*

### **Session 3. Security Issues**

***Panel discussion topics:***

- *Safety of journalists*

# FORUM SESSIONS AND TOPICS OF PANEL DISCUSSIONS

## SESSION 1

### The Future of Media: Journalism in the Digital Age, New Tools and the Role of Media in Communication

#### Panel discussion topic:

##### - *The future of media: The next steps for traditional media, with a focus on digital transformation*

The growth of digital communication and information technologies have accelerated the development of the global information society and provided for the modernization of the media to meet new challenges. Leading sector practices enable information to reach a wide audience in a short time using multiple channels. The rapid and wide spread of information and disinformation, the establishment of a relevant communication policy with different parties, namely updating the working principles of traditional media actors and increasing the effectiveness of their activities, in the global information environment provides for digital transformation of the entire information industry.

In recent years, the importance of effective and flexible dissemination of information on globally critical issues is particularly noticeable. Communicating information in the right form, at the right time, and in the right ways is extremely crucial to both the local and global agenda.

Considering the value of information in people's social consciousness and the important role of information and communication technologies in daily life, today's "media and communication" gains a completely new meaning, accompanied by the constant changes in the tools, producers, and consumers, as well as the role of media in different processes. The urge for traditional media to remain relevant as a source of news in the race against new media types provides for a favorable ground for the development of many new concepts, principles and new types of media content in journalism. The changes emerging in the field of media demand greater use of new types of journalism and wide application of new trends in a diverse environment for the more successful delivery of news to the target audience.

The process of media integration into the global network is about combining different technologies on a single platform and the design of new products, as well as the dissemination of information from one source by different methods and technical means simultaneously. In today's multimedia environment, online media and other internet platforms provide convenient and prompt access to information from various sources, thereby increasing the amount of digital information.

This transformation creates new and broad opportunities for a greater number of people to interact with each other and join public discussions. As a result, the role of the media in daily life changes substantially, and the scope of its influence keeps growing.

Development trends lead to many open questions to reconsider regarding the working principles of the traditional media and the role of the media in modern societies. In addition, these trends reinforce the need to accelerate the consolidation and convergence of media.

The capacity to collect large volumes of information, process them more effectively and present them in a clear form, and transmit information to millions of people in a short time by using new means and tools has a serious impact on journalism. Modern sub-professions, such as data journalism, which have been used more in recent years, are one of the main indicators of the transformation of the media.

In this session, the forum participants will explore the development of effective and efficient communication relations, the role of traditional media today and in the future, the challenges and new directions relevant in journalism against the background of new trends, as well as the results of the application of digital tools in this field.

**Panel discussion topic:**

- **The future of media: The next steps for traditional media, with a focus on digital transformation**



**MODERATOR**

**Maria Ramos**

International news presenter, journalist

**SPEAKERS**



**Oliver McTernan**

Co-Founder and Director,  
Forward Thinking



**Dana Wolfe**

Canadian - American journalist,  
TV, documentary, podcast and  
debate producer



**Azer Khalilov**

CEO, "Azad Azerbaijan"  
TV & Radio Company



**Prof. Paolo von Schirach**

President, Global Policy Institute (GPI);  
Professor, Political Science and  
International Relations,  
Bay Atlantic University, Washington D.C



## **FORUM SESSIONS AND TOPICS OF PANEL DISCUSSIONS**

### **SESSION 2**

#### **Investment and Consumption Trends in Media**

##### **Panel discussion topics:**

- ***Media management and the creation of sustainable business models in the modern information environment***
- ***Consumption trends in new media and media literacy, including methods to counter disinformation and fake news***

In the new media environment, the intermediary activity in the transmission of information differs from the activity of traditional media sources. While traditional media outlets, such as audiovisual and print media, are the main producers of news, online media with little investment in news production is critically challenging the traditional news industry. These developments favor the acceleration of the media transformation.

The speedy development of digital media has had a tremendous impact on the circulation of print media, the cost and income structure, as well as the advertising market in traditional media, and many other dimensions.

In the new media environment, the audience known for non-linear media consumption, high interactivity, active use of mobile devices, and freedom in creating mass consumption content is on the rise. This transformation of media consumption and communication has led to new challenges and changes in effective management and investment attraction for media outlets to retain their competitiveness.

The increase in information transmitters globally has generated an abundance of information, and media consumers' reading habits are rapidly changing. Investigating many issues, such as media transparency, verification and trust, centralization, and open data sources, is of particular importance in media production and consumption.

Today, the presence of consumers able to make conscious decisions on the use of media and new technologies, be aware of its ethical implications, or analyze information plays a special role in accurate information sharing and establishing a healthy media environment.

Increasing media literacy is of pivotal importance to combat false or misleading information and harmful or illegal online content and definitely contributes to media diversity and pluralism.

The session will discuss changing trends in media production and consumption, media investment issues, the creation of a value chain in new media, the development of business models, and the importance of media literacy.

**Panel discussion topics:**

- **Media management and the creation of sustainable business models in the modern information environment**



**MODERATOR**

**Jaffar Hasnain**

News presenter, correspondent

**SPEAKERS**



**Klaus Jürgens**

Director,  
Economyfirst Limited London



**Mikhail Gusman**

First Deputy Director General,  
Russian News Agency TASS



**Bora Bayraktar**

Journalist,  
media manager, academic



**Dr. Neven Cveticanin**

Founder and President, Forum for  
strategic studies and Former Member  
of Serbian Parliament (MP)

**Panel discussion topic:**

- Consumption trends in new media and media literacy, including methods to counter disinformation and fake news



**MODERATOR**

## **Shafag Mehraliyeva**

Director,  
Communication and Digital Media program,  
ADA University

**SPEAKERS**



### **Clive Marshall**

Chief Executive Officer,  
PA Media Group



### **Matthias Lüfkens**

Founder and CEO, DigiTips



### **Dubai Shahbandar**

Defense Analyst



### **Tinatin Berdzenishvili**

Director General,  
Georgian Public Broadcaster



# **FORUM SESSIONS AND TOPICS OF PANEL DISCUSSIONS**

## **SESSION 3 Security Issues**

### **Panel discussion topics:**

#### **- Safety of journalists**

Disseminating unbiased and fact-based news, as well as preventing false and misleading information, is one of the main conditions for the creation of a healthy information environment, namely given the overall developments on the global landscape. Indisputably, in an environment of crisis, unexpected or difficult-to-predict force majeure events, the existence of mechanisms to inform the public, as well as prompt and professional journalism, is of critical importance for the delivery of accurate information about the events from the first source to the relevant channels. Journalists, acting under great pressure in hot spots and conflict zones, perform an important mission by collecting and delivering full information about the developments on the ground, and in many cases increase the prospects for long-term progress and peace.

"Conflict journalism"- as one of the most essential areas in journalism, serves to bring serious human rights violations, war crimes, and other issues to the attention of the international community, implement international humanitarian law and contribute to the prevention of its violation. In this respect, ensuring the safety of media representatives for journalists to fulfill their professional duties and serve society is one of the most pressing issues of recent times. For this purpose, it becomes more and more critical to research and develop a range of advanced and successful strategies to protect journalists' safety and to provide them with the necessary equipment.

During this last panel discussion, the forum participants will exchange views on the issues of improving communication mechanisms in crisis, raising awareness of the dangers and challenges faced by journalists in conflict zones, developing professional "conflict journalism" and protecting the safety of journalists.

**Panel discussion topic:**

- Safety of journalists



**MODERATOR**

## **Reagen Des Vignes**

Presenter, TRT World

**SPEAKERS**



### **Prof. Gi Woong Jung**

Vice Head, HK+ National Strategies  
Research Project Agency; Vice President,  
The Korean Political Science Association;  
Professor, Hankuk University of Foreign Studies



### **Nigar Arpadarai**

Member of Parliament, Azerbaijan



### **Claudia-Victoria Nicolae**

Director General,  
AGEPRES - Romanian National  
News Agency



### **Vugar Seyidov**

Special Correspondent,  
AZERTAC News Agency