

# Programme

## Day 2

11 December

### *Session 5: Bridging the accessibility divide*

This session will analyse 'accessibility' to media provided by both broadcasting and the Internet. It will focus on:

- Accessibility in less developed regions
- Accessibility for the handicapped and the elderly
- Accessibility to content generation for all

Access to the Internet and broadcasting is a challenge in developing countries in terms of both infrastructure and running costs. In both developed and developing countries there is a 'digital divide' for the blind, the deaf, and the elderly. For all, there can be a digital divide in capacity to create material for the media. Speakers will look at the tools available for media creation and for helping those with limited access, and the action needed.

### *Session 6: Role of 'own-time media' / 'any place media' in the service o development*

A rapidly growing number of people in the OECD countries listen to radio content of their choice through podcasts on their iPod or other MP3 player. This allows them to have access to high quality content in the area of their specific interest and at a time and place that doesn't conflict with their work and obligations. What about the developing world? Is there a scope to use MP3 players beyond urban music consumption, particularly to make specific high quality content available to the poor and people in remote areas? What could be the role of public service broadcasters who have a competitive advantage in providing trusted high quality content? The panellists will discuss some encouraging first lessons and trends in a global and local context that is shaped by media convergence.

### *Session 7: Explosion and fracturing of the public sphere*

Technological innovation provides the framework for an unprecedented growth in public space for discussion. This includes community radios, Internet forums, blogging, web 2.0 based social networking, and content from the audience into mainstream media etc. In addition, migration at all levels has increased the ethnic diversity and 'ghettos' particularly in urban areas. Migrant ethnic groups increasingly communicate within their community and with people in their country of origin. Does this new phenomenon help to build bridges between ethnic groups? Or does it rather contribute to tensions? What role can the mainstream broadcasters and development partners play to stimulate genuine dialogue rather than a fracturing of societies? What steps are required from the community media?

### *Session 8: Politics, media and agenda setting*

This session will examine the links between politics and media and their respective roles in setting international and national agendas.

Speakers will provide perspectives and report on trends and changes being observed around the world and respond to questions like: Are politicians setting the media agenda, or is media setting the political agenda? To what extent might media be playing an independent role in the formation of the political agenda? Is mainstream media addicted to politics and too close to those in power? Is new media more in touch with grassroots? Is community media affecting political decisions and, if so, how?

### *Closing Session:*

WEMF3 session chairpersons will discuss the outcomes of the Forum and what it is hoped that the stakeholders will be able to achieve between the end of 2007 and the convening of WEMF4 in Latin America in 2009.



# WEMF3

## 3rd World Electronic Media Forum

A new vision of broadcasting in the information society



**Kuala Lumpur Convention Centre  
Malaysia**

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