



Facing the 'Media Climate Change' in Asia and Europe

The "7th ASEF Editors' Roundtable: Asian and European Media in the Digital Age" on 15-17 October in Milan, Italy will bring together more than 20 senior media commentators from 20 Asian and European countries to share their experiences in facing the rapidly changing media ecosystem.

Press Release

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More Information

<http://bit.ly/7ASEFEditorsRoundtableMilan>



With the evolution of technological, cultural and social landscapes, both Asia and Europe are facing a 'media climate change'. However, its nature and extent varies between and within the two regions. For example, paid newspaper circulation has fallen over 30% in Europe between 2006 and 2010 while it has increased at a rate of 16% during that same time in Asia¹.

The digital landscape has also opened new doors for Asians and Europeans to know more about each other. With that, local news is becoming global. The digital revolution melts physical borders and gave birth to an interconnected world of individuals. Audiences are now creating news and social media platforms are their distribution wings.

According to Eurostat, regular use of the internet in Europe will increase to 75% of its total population by 2015. Alongside, Asia is also experiencing an explosive digital growth. It is expected that over the next 5 years, nearly 700 million more Asians will start using the internet². At the same time, the tools of communication are also evolving. Studies reveal the average monthly mobile traffic consumption per mobile subscriber in Asia is 1,100 MB while in Europe it is 358.4 MB.

In this 'Digital Age', Asia and Europe have a great deal to learn from each other. The **7th ASEF Editors' Roundtable** will bring together editors-in-chief/publishers/media experts from leading Asian and European media including AFP, China Daily, FFN Radio Germany, Irish Times, Kyodo News and Times of India to name a few.

During the sessions of the Roundtable, participants will exchange their experiences in dealing with the digital wave. They will not only share their challenges and best practices but also explore possible synergies between the media across the two regions.

The 7th ASEF Editors' Roundtable will be co-organised by the Asia-Europe Foundation (ASEF) and the German Konrad-Adenauer-Stiftung (KAS) on 15-17 October in Milan, Italy on the side-lines of the **10th ASEM Summit**. The Roundtable will be conducted in cooperation with the Italian Institute for International Political Studies (ISPI), supported by the World Association of Newspapers and News Publishers (WAN-IFRA) and Chatham House.

For more information please visit
<http://bit.ly/7ASEFEditorsRoundtableMilan>

¹ Source: WAN-IFRA (World Association of Newspapers and News Publishers)

² Source: McKinsey & Company

About the Organisers



The **Asia-Europe Foundation (ASEF)** promotes understanding, strengthens relationships and facilitates cooperation among the people, institutions and organisations of Asia and Europe. ASEF enhances dialogue, enables exchanges and encourages collaboration across the thematic areas of culture, economy, education, governance, public health and sustainable development. ASEF is a not-for-profit intergovernmental organisation located in Singapore. Founded in 1997, it is the only institution of the Asia-Europe Meeting (ASEM).

Together with about 700 partner organisations ASEF has run more than 650 projects, mainly conferences, seminars and workshops. Over 17,000 Asians and Europeans have actively participated in its activities and it has reached much wider audiences through its networks, web-portals, publications, exhibitions and lectures.

For more information, please visit www.asef.org



The **Konrad-Adenauer-Stiftung (KAS)** is a political foundation named after the first Chancellor of the Federal Republic of Germany, Konrad Adenauer. His name is synonymous with the democratic reconstruction of Germany, the firm alignment of foreign policy with the trans-Atlantic community of values, and the vision of a unified Europe. His intellectual heritage continues to serve both as our aim as well as our obligation today. We cooperate with governmental institutions, political parties, civil society organizations and handpicked elites, building strong partnerships along the way.

For more information, please visit www.kas.de/medien-asien/en/

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