

ASEAN Work Plan for Information and Media 2026—2035



one vision
one identity
one community



ASEAN Work Plan for Information and Media 2026–2035

The ASEAN Secretariat

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Catalogue-in-Publication Data

ASEAN Work Plan for Information and Media 2026–2035

302.23

1. ASEAN – Socio-Cultural – Key Strategies

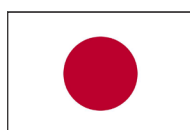
2. Artificial Intelligence – Social Media – Digital Ecosystems

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General information on ASEAN appears online at the ASEAN Website: www.asean.org

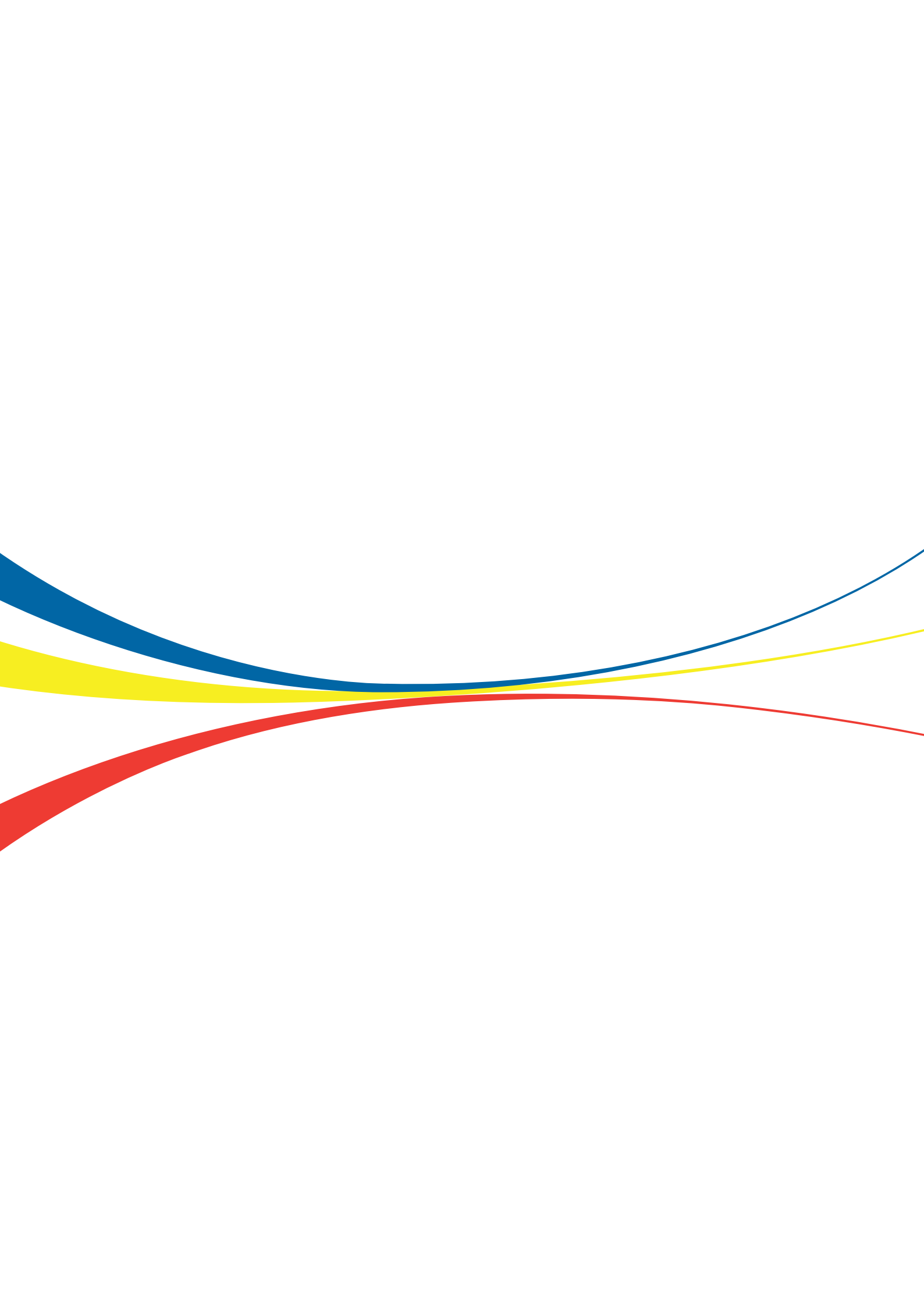
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This publication was produced by the ASEAN Secretariat with the support from the Government of Japan through the Japan-ASEAN Integration Fund (JAIF).

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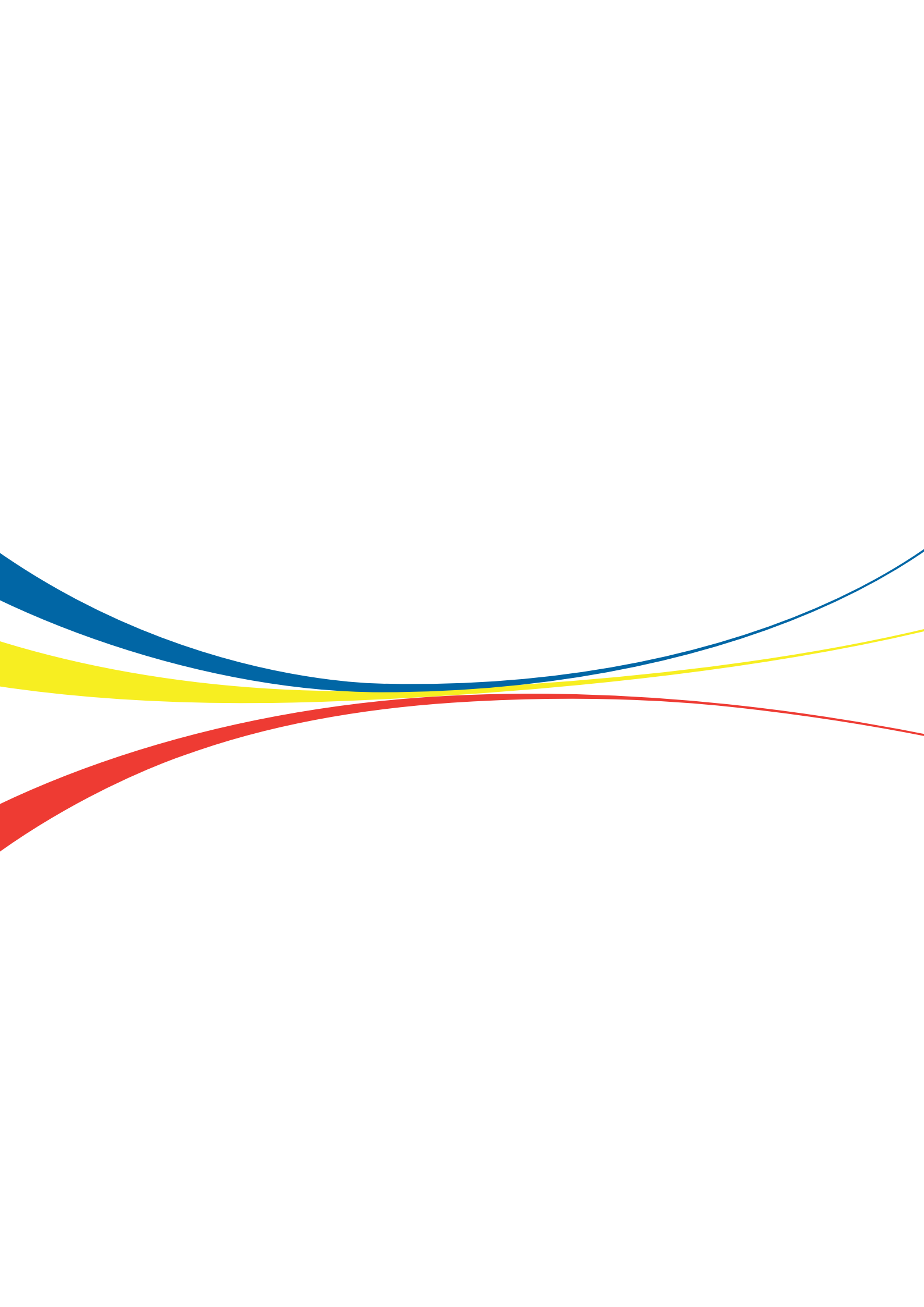


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ABBREVIATION GLOSSARY

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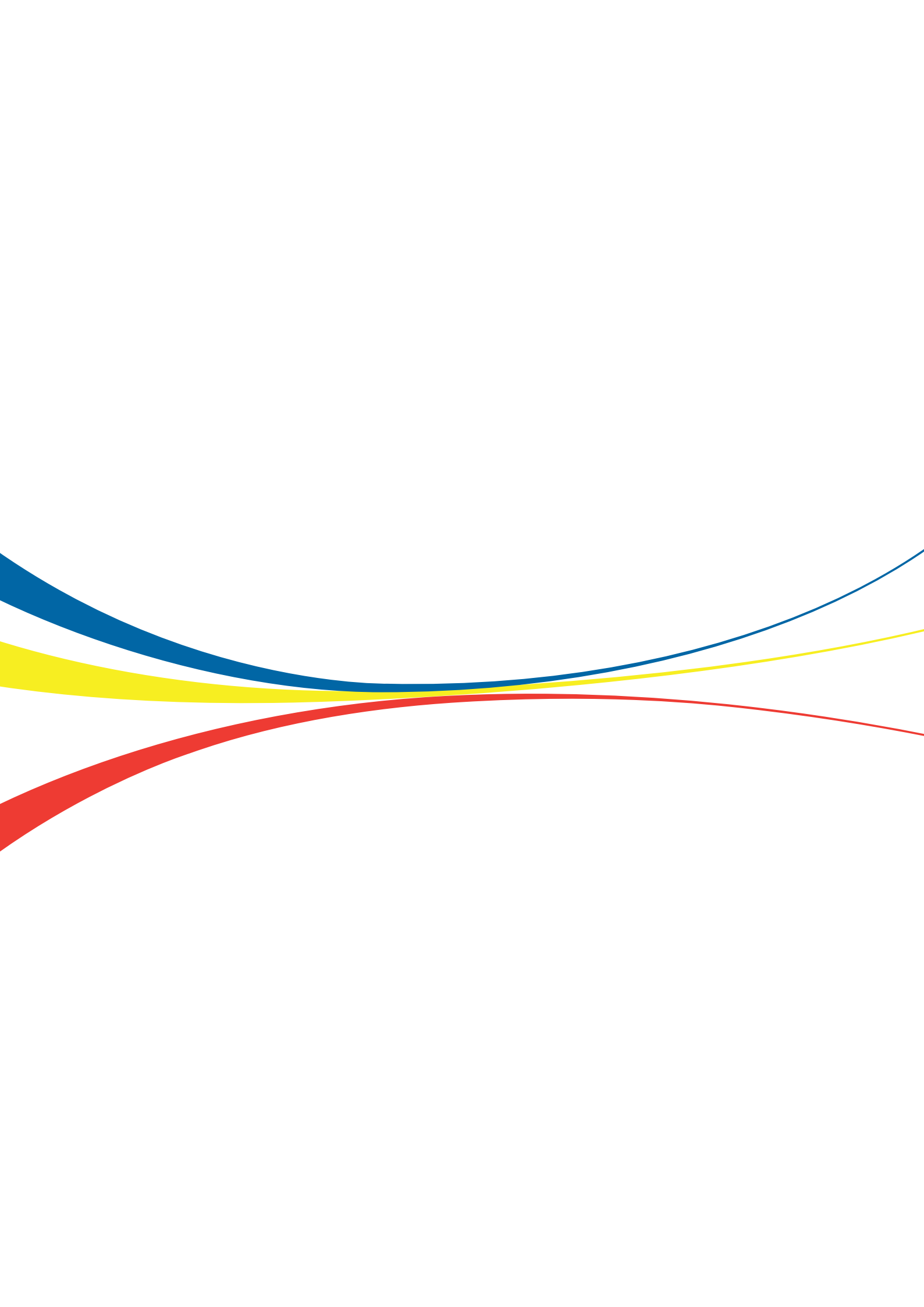
ACF	•	ASEAN Cultural Fund
ADGMIN	•	ASEAN Digital Ministers' Meeting
ADGSOM	•	ASEAN Digital Senior Officials' Meeting
AI	•	Artificial Intelligence
AMS	•	ASEAN Member States
AMRI	•	ASEAN Ministers Responsible for Information
ASEAN	•	Association of Southeast Asian Nations
ASEAN-COCI	•	ASEAN Committee on Culture and Information
ICT	•	Information and Communication Technology
IoT	•	Internet of Things
SOMCA	•	Senior Officials Meeting for Culture and Arts
SOMRI	•	Senior Officials Meeting Responsible for Information





01

INTRODUCTION



INTRODUCTION

1.1 Rationale and Expected Outcomes of the New Work Plan

The inception of the *ASEAN Strategic Plan for Information and Media 2016–2025* follows the growing recognition among ASEAN Member States of the pivotal role of information and media in shaping public discourse, promoting transparency, and fostering regional integration. The plan leveraged pertinent initiatives and declarations within the region, aligning with a 10-year framework that addresses challenges and opportunities in the information and media sector. The Strategic Plan provided a strong foundation for ASEAN's cooperation in information and media, advancing regional cohesion through 4 key strategies and 22 priority areas of action. It guided programme implementation to enhance media capabilities, promote inclusivity, and support the fostering of a shared ASEAN Identity.

Centred on four key strategies ranging from institutional cooperation and technological connectivity to public awareness and multi-stakeholder content development, the *Strategic Plan for Information and Media 2016–2025* sought to align national efforts with a shared ASEAN vision. Through 22 priority areas of action, it promotes policy harmonisation, media literacy, journalistic safety, and digital innovation, all while reinforcing media freedom and ethical standards. Collectively, these strategies aim to cultivate a resilient and unified media ecosystem that empowers ASEAN citizens and positions the region as a credible, connected, and forward-looking information hub.

However, the rapidly evolving media landscape, driven by exponential technological advancements, has resulted in a divide between the original mandate and current needs. Following the implementation of the *Strategic Plan for Information and Media 2016–2025*, a new work plan seeks to address the gap and overcome newfound challenges in the information and media space through a comprehensive review of the strategic plan and existing literature, stakeholder consultations, and analysis.

Over the past decade, ASEAN has experienced a dramatic transformation in its information environment. Faster networks, affordable smartphones, and algorithm-driven platforms have reshaped the way people connect, communicate, and consume content. Public discourse now takes place at digital speed, and every citizen can now act as a publisher.

Four major shifts are redefining media in ASEAN: the rise of Artificial Intelligence (AI), the transformation of journalism, the convergence of social media and commerce across ASEAN and beyond, and the proliferation of information maladies:

1.1.1 AI and Machine Learning in Media

AI and Machine Learning have revolutionised media by automating content creation from generating outlines to delivering audience-specific insights. A Deloitte Media Trends (2024) study found that consumers increasingly expect content personalisation enabled by AI, with 42% indicating a willingness to watch AI-generated films.¹ While these technologies enhance efficiency and customisation, they also introduce challenges such as potential algorithmic bias and the displacement of human labour in content production.

1.1.2 Digital Journalism and Multimedia Storytelling

Digital journalism has shifted towards immersive multimedia storytelling that blends text, audio, and video to create interactive “live stories”. This format better engages audiences, especially amid growing news fatigue. The Reuters Digital News Report (2024) highlights a strong consumer preference for video-based content over traditional text. Sixty-six per cent of respondents access short-form video news weekly, and 51% engage with longer-form news videos, with YouTube serving as a major channel (31% weekly reach), emphasising that video-led social platforms such as TikTok, Instagram Reels, and YouTube are rising in influence as news sources, outpacing traditional text-based formats.² As a result, news organisations must rapidly evolve, adapting to digital-first models in the face of declining print revenues and shifting advertising landscapes.

1.1.3 Social Media and Social Commerce

Social media has evolved into a multifaceted ecosystem that merges communication, content sharing, and e-commerce. Platforms like Instagram, Facebook, and TikTok now offer in-app shopping capabilities, ushering in the era of social commerce. These platforms leverage massive user bases and algorithmic targeting to personalise and enhance the shopping experience. Influencers and user-generated content play a central role in driving consumer behaviour, blurring the boundaries between content, advertising, and retail. TikTok exemplifies this convergence, revolutionising engagement with short-form, viral video content that resonates particularly with younger audiences. Despite its success, platforms raise persistent concerns, including user addiction, cyberbullying, and the spread of inappropriate content, highlighting the complex trade-offs in today’s platform-driven media landscape.

1.1.4 Disinformation

The rise of disinformation has emerged as a pressing global threat. The World Economic Forum’s Global Risks Report 2024 ranks misinformation and disinformation as the most

¹ Deloitte. Digital Media Trends 2024. 2024, <https://www.deloitte.com/us/en/insights/industry/technology/digital-media-trends-consumption-habits-survey/2024.html>

² Reuters Institute for the Study of Journalism. Digital News Report 2024. 2024, <https://reutersinstitute.politics.ox.ac.uk/digital-news-report/2024>

severe risks over the next two years, driven by the proliferation of AI-generated content, political polarisation, and weakening trust in institutions³ (World Economic Forum, 2024). Disinformation is now industrialised and deployed in coordinated campaigns to manipulate public opinion, interfere with elections, and undermine societal cohesion, particularly where regulatory and enforcement mechanisms are lagging.

In the ASEAN region, these risks are magnified by uneven digital readiness, low media literacy in parts of the population, and divergent legal approaches to content regulation. A 2024 study in *Frontiers in Communication* highlights that Southeast Asia is increasingly targeted by cross-platform disinformation networks, particularly during electoral cycles, health crises, and geopolitical tensions.

Considering the profound shifts, the *ASEAN Work Plan for Information and Media 2026–2035* will be grounded in current challenges and opportunities, informed by a review of relevant strategic documents and stakeholder consultations across the ASEAN region. This new work plan aims to guide the collaborative use of digital technologies to maximise social and economic benefits while mitigating potential risks.

The *ASEAN Work Plan for Information and Media 2026–2035* seeks to provide a roadmap for fostering a connected and informed ASEAN community through effective information and media policies in the ever evolving and turbulent landscape. The new work plan aims to engender a shared ASEAN Identity, expand access to information, and enhance regional cooperation through the strategic use of media, information, and communication technologies.

To ensure that recommended action in the *ASEAN Work Plan for Information and Media 2026–2035* is grounded by the current needs and challenges of the information and media landscape, a comprehensive review of existing blueprints and work plans across ASEAN sectors which address issues and challenges within the information and media landscape was conducted to drive and facilitate engagements with key stakeholders to align with and complement existing initiatives to bridge gaps in the information and media sector, as brought about by a tectonic shift in the landscape.

1.2 The Approach

The *ASEAN Work Plan for Information and Media 2026–2035* builds on a comprehensive review of existing strategic documents, landscape analyses, and stakeholder consultations to ensure alignment across sectors and ASEAN Member States. This document outlines shifting landscape trends within the information and media sector, which reveal new challenges that exacerbate the existing gap in information and media policies and governance. To address this, the *ASEAN*

³ World Economic Forum. Global Risks Report 2024. 2024, <https://www.weforum.org/publications/global-risks-report-2024/>

Work Plan for Information and Media 2026–2035 establishes a set of outcomes to serve as the direction of cross-regional collaboration within the sector, along with respective indicators to ensure measurable and trackable implementation. Additionally, a set of indicative actions has been identified as potential mechanisms for ASEAN Member States to address these sectoral challenges.

The *ASEAN Work Plan for Information and Media 2026–2035* segments these indicative activities into three periodical tranches: the short term (2026–2029), the medium term (2029–2032), and the long term (2032–2035) to assist in aligning priorities for regional cooperation and consolidating the coordination of efforts.⁴

Through leveraging various strategic plans and a series of stakeholder engagements and Focus Group Discussions on the development of a strategic direction for the ASEAN's information and media landscape, this document identifies the outcomes and programmes in the various issues uncovered across analysis and engagements including the ASEAN Community Vision 2045 and the Strategic Plans for the ASEAN Political-Security Community, ASEAN Economic Community, ASEAN Socio-Cultural Community, and ASEAN Connectivity, among others.

1.3 Past and Current Cooperation

The *ASEAN Strategic Plan for Information and Media 2016–2025* outlines four key pillars of regional cooperation aimed at deepening integration and fostering a shared identity within the ASEAN community. These include:

1. Enhancing institutional collaboration through ASEAN-level agreements and frameworks to ensure equitable access to information;
2. Promoting mutual respect and regional identity by developing culturally inclusive content and educational materials;
3. Leveraging Information and Communication Technologies (ICT) to connect ASEAN citizens regionally and globally; and
4. Fostering multi-stakeholder collaboration among media professionals, researchers, and industry to co-develop ASEAN-relevant content.

These four key strategies support the plan's overarching objectives to advocate ASEAN policies and initiatives, assist other community sectors in their communication needs, and engage the region's diverse populations through accessible, multi-platform messaging that underscores the benefits and opportunities of ASEAN integration.

⁴ Note: The timeframe outlined in the ASEAN Work Plan for Information and Media 2026-2035 is not an obligation nor constraint for ASEAN Member States, as the Work Plan establishes adaptability as a central component of the work plan. As such, the outlined workplan is modular in design, allowing ASEAN Member States to tailor the plan to their specific needs, priorities and capacity. Subsequently, the timeframe outlines for these programmes and activities, along with other key recommendations, aim to serve as broad guidance and a clear starting point for policy-makers to plan and structure implementation in the sectors.

Looking forward to the new decade from 2026 to 2035, the key emphasis of the new work plan for information and media aims to unlock potential collaborative gains from strengthening public-private-community partnerships, given the exponential rate of change in the landscape, to facilitate addressing gaps in policy and infrastructure driven by limitations in governmental capacity. Employing a whole-of-society approach enables greater co-creation in developing innovative solutions as the information and media sector continues to progress into an increasingly evolving and unpredictable landscape. The spirit of this is encapsulated in the fifth strategic pillar of the work plan under “Partnerships and Cross-Cutting Cooperation”.

Key Programme Fostering Public-Private Co-Creation:

- **Cross-sectoral collaboration on technology and digital readiness:**
Facilitate joint efforts across industries and governments to develop emerging technologies and build digital preparedness across ASEAN.
- **Improve transparency in platform governance:**
Develop ASEAN-wide mechanisms for reporting disinformation on social media platforms to enhance digital accountability.
- **Leverage secure IoT for workforce development:**
Utilise secure Internet of Things (IoT) technologies to support training, job creation, labour protection, and career mobility.
- **Promote access to information and infrastructure**
Support public-private partnerships and policies that expand citizen access to information, digital tools, and essential infrastructure.

1.4 Challenges and Opportunities for Enhancing Cooperation

Over the past decade, ASEAN’s information and media landscape has undergone rapid transformation driven by technological advancement, AI integration, and the convergence of media, commerce, and social platforms. These shifts have redefined how content is created, consumed, and monetised, empowering individuals as both consumers and producers of information. However, this evolution has also exposed the region to unprecedented risks, ranging from the viral spread of disinformation to the deepening of digital divides and a weakening of institutional trust. The following section unpacks these emerging vulnerabilities, highlighting the structural and governance challenges that now threaten the integrity, inclusivity, and cohesion of ASEAN’s digital ecosystem.

1.4.1 Misinformation, Disinformation, and Mal-information

The rise of mobile-first, algorithm-driven platforms has transformed the way ASEAN citizens consume news, placing speed, virality, and emotional engagement above accuracy. These dynamics enable disinformation and unverified claims to spread more quickly than traditional

verification mechanisms can respond. Compounding this, the proliferation of generative AI tools has introduced new risks; a 300% increase in deepfake-related fraud since 2020⁵ (AI Asia Pacific Institute, 2024) underscores the magnitude of AI-generated mal-information. Manipulated videos, synthetic audio, and fabricated articles now routinely serve political propaganda, financial scams, and counterfeit news broadcasts, undermining democratic institutions and eroding public trust.

Algorithmic amplification further aggravates the issue by reinforcing ideological echo chambers. Users are routinely exposed to content that confirms existing biases, particularly in polarised environments. This feedback loop has proven especially harmful in cases involving false cures, partisan distortions, and conspiracy narratives. Groups with limited access to media and information, including older people, low-literacy populations, rural communities, and persons with disabilities, face the most significant exposure due to their limited access to reliable sources and lower levels of digital literacy. Without systemic interventions in media education and platform accountability, these vulnerabilities will continue to deepen.

1.4.2 Erosion of Trust and Pathways to Radicalisation

Trust in the media ecosystem across ASEAN is rapidly challenged. Traditional news sources are increasingly bypassed in favour of unregulated influencers and social content creators, fracturing the information landscape. Younger audiences are turning to peer networks and platforms for news, often without questioning the credibility or impartiality of these sources.

At the same time, algorithmic recommendation systems designed to maximise user engagement often push users towards increasingly extreme content. This phenomenon was evident during the COVID-19 pandemic, where isolated individuals were drawn into radical ideologies through exposure to conspiracy theories and extremist content. The radicalisation is further exacerbated by algorithmic bias-driven filter bubbles, further consolidating users' trust in fake media due to the regular reaffirmation of specific narratives and leading to overconfidence biases reconsolidating trust towards fake news⁶ (Reuters Institute for the Study of Journalism, 2024).

These developments underscore the pressing need for platform transparency, effective content moderation frameworks, and digital counter-radicalisation strategies that extend beyond policing to encompass community-level education and algorithmic reform.

⁵ AI Asia Pacific Institute. Unmasking the Era of Misinformation: Navigating the Threat of Deepfakes. 15 Feb. 2024, <https://aiaasiapacific.org/2024/02/15/unmasking-the-era-of-misinformation-navigating-the-threat-of-deepfakes/>

⁶ Reuters Institute for the Study of Journalism. "The Truth Behind Filter Bubbles: Bursting Some Myths." 2024, <https://reutersinstitute.politics.ox.ac.uk/news/truth-behind-filter-bubbles-bursting-some-myths>

1.4.3 Information Literacy, Inclusion, and Education Gaps

A fundamental driver of disinformation in the ASEAN region is the persistent deficit in information literacy. Public understanding of ethical information practices remains limited, especially among young people, families, and under-resourced communities. Despite growing digital access, national education systems have yet to institutionalise information literacy within mainstream curricula. Region-specific teaching materials are either unavailable or inaccessible, leaving large segments of the population ill-equipped to identify manipulation, assess source credibility, or navigate algorithmically curated content.

This foundational gap is exacerbated by fragmented and uneven media literacy initiatives. Most existing efforts are urban-centric and fail to reach rural, elderly, and people in vulnerable situations. Limited coordination among education ministries, civil society actors, and digital economy stakeholders has led to disjointed programmes and missed opportunities for scale. In the face of increasingly complex digital threats, ASEAN urgently needs a cohesive, region-wide strategy for building information literacy, one that is integrated into both formal education systems and community-level outreach.

Structural inclusion barriers further compound these challenges. Linguistic exclusion persists, as digital content in local languages remains scarce, reinforcing barriers. Gender inclusion efforts often focus narrowly on participation metrics such as the number of women in ICT training without ensuring meaningful influence in leadership or policymaking.

1.4.4 Newsroom Capacity and Investigative Journalism Constraints

While many ASEAN journalists now participate in workshops focused on tools such as open-source verification, spreadsheet analysis, and public data access, these skill-building efforts often do not evolve into sustained, in-depth investigative work. Producing long-form journalism typically requires considerable investment spanning months of research, travel, legal review, and secure digital infrastructure, which may exceed the capacity of smaller newsrooms. In addition, journalists working on sensitive topics, such as regional corruption or illicit trade flows, may encounter legal and reputational pressures. Challenges relating to journalist safety, defamation laws, and digital threats also underscore the need for more robust institutional support⁷ (Malaysian Press Institute, 2024).

Across the region, there is limited infrastructure to translate isolated training efforts into coordinated, high-quality investigative output. Collaborative models such as peer mentoring networks, regional fellowships, and legal assistance schemes remain at an early stage.

⁷ Malaysian Press Institute. Challenges in Media Journalism and the Importance of Media Safety in Indonesia and Malaysia. 2024, <https://mpi.my/wp/media-release/challenges-in-media-journalism-and-the-importance-of-media-safety-in-indonesia-and-malaysia>

However, promising initiatives are emerging. The Asia Investigative Reporting Network, for example, supports independent journalists through targeted microgrants, mentorship, and collaborative platforms, helping to strengthen investigative capacity across borders⁸ (International Centre for Journalists, n.d.). Expanding such approaches by encouraging cross-newsroom partnerships, enhancing safety frameworks, and introducing flexible funding mechanisms could help integrate investigative and data journalism as a more consistent feature of the region's media landscape.

1.4.5 Fragmented Governance and Regional Coordination

Despite the cross-border nature of digital media challenges, ASEAN lacks a cohesive regional governance mechanism, resulting in fragmentation, duplication, and a lack of strategic alignment. Mechanisms such as the Senior Officials Meeting Responsible for Information (SOMRI) can be optimised to convene cross-sectoral dialogue and integrating efforts across information, education, and economic domains.

Engagement with Dialogue Partners remains limited, and there is scope to further optimise synergies for joint research, pooled infrastructure, and shared capacity building. Without a central coordinating authority to track progress, enforce standards, and respond to emerging risks, ASEAN's collective media governance remains reactive and uneven.

1.4.6 Oversaturation, Algorithmic Bias and the Attention Economy

Today's attention economy rewards emotionally charged, polarising content. Platforms commodify user attention, incentivising media producers to maximise clicks and engagement often at the expense of depth, truth, and nuance. The result is a digital environment saturated with content, much of it curated to reinforce existing beliefs.

Users face content fatigue and are increasingly confined to ideological silos. Navigating this landscape requires not just digital tools but cognitive discipline and training through media and attention literacy, which are still underdeveloped in many populations. Without structural reform in platform incentives and educational responses, ASEAN citizens will continue to be vulnerable to manipulation, polarisation, and disengagement.

1.4.7 Creator Economy and Commercialisation of Media

The creator economy has unlocked new pathways for media production, allowing individuals to reach audiences directly and monetise their creativity. Yet, this model often prioritises marketability over accuracy, as many creators lack training in journalistic ethics or public

⁸ International Centre for Journalists. Empowering the Truth Tellers: Asia Investigative Reporting Network. <https://www.icfj.org/our-work/empowering-truth-tellers-asia-investigative-reporting-network>

accountability. As ASEAN youth increasingly turn to informal sources, the lines between entertainment, opinion, and factual reporting continue to blur.

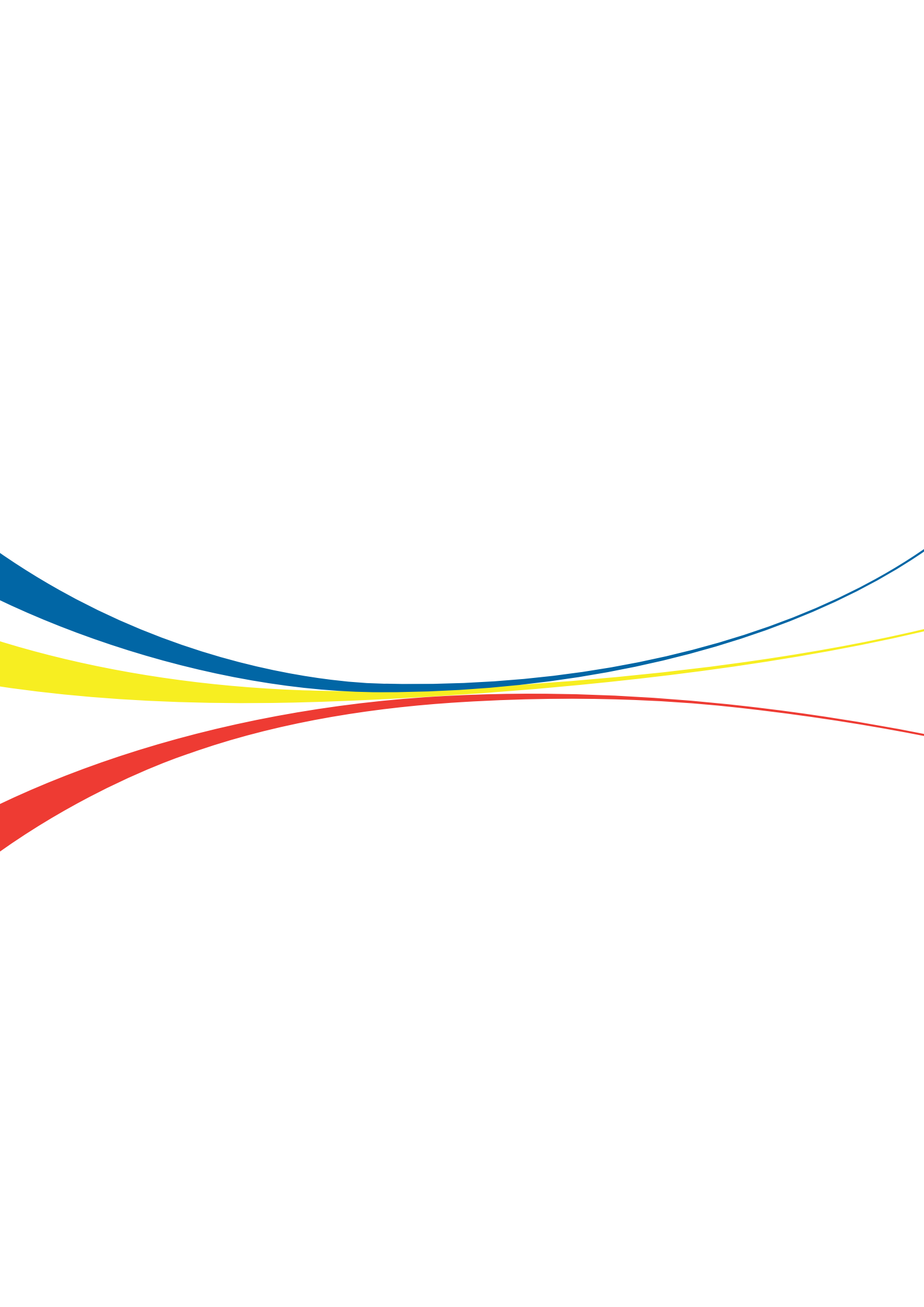
Content creation is also evolving from passive consumption to immersive, multisensory experiences further blurring the boundary between creator and audience. This shift reframes content not just as a tool for engagement, but as a medium for trust-building and the renewal of shared values. In such a landscape, authenticity and ethical grounding will be critical in shaping public narratives and cultural identity.

ASEAN's creative sector holds immense potential, yet many local creators face obstacles in scaling regional narratives. Gaps in funding, training, and platform support often push creators to default to global trends rather than ASEAN-rooted storytelling. Strengthening support structures will be key to elevating diverse voices and embedding ASEAN's cultural presence in the global media space.

At the same time, analogue formats print, radio, and community theatre will continue to complement digital media by offering tactile, place-based experiences that foster deeper, intergenerational engagement. Together, these modes can help ensure that ASEAN's stories are not only told but lived and shared with meaning.

1.4.8 Public and Strategic Communication Capacity

As media landscapes rapidly evolve and consumption patterns shift towards digital and on-demand platforms, ASEAN governments face both challenges and opportunities to strengthen their communication capacity. Traditional top-down approaches are increasingly less effective in reaching diverse and digitally connected populations. At the same time, the growing prevalence of misinformation, disinformation, and malinformation makes it imperative for public institutions to deliver timely, accurate, and trusted information. Strengthening strategic communications through digital platforms, community engagement, and multilingual outreach offers a pathway for ASEAN governments to build public trust, ensure message penetration, and enhance resilience against information threats. This presents a timely opportunity to reimagine government communications as a proactive and adaptive tool in the region's digital governance agenda.





Key Observations & Trends



Value of Information is diminishing



Information Space is crowded and highly contested



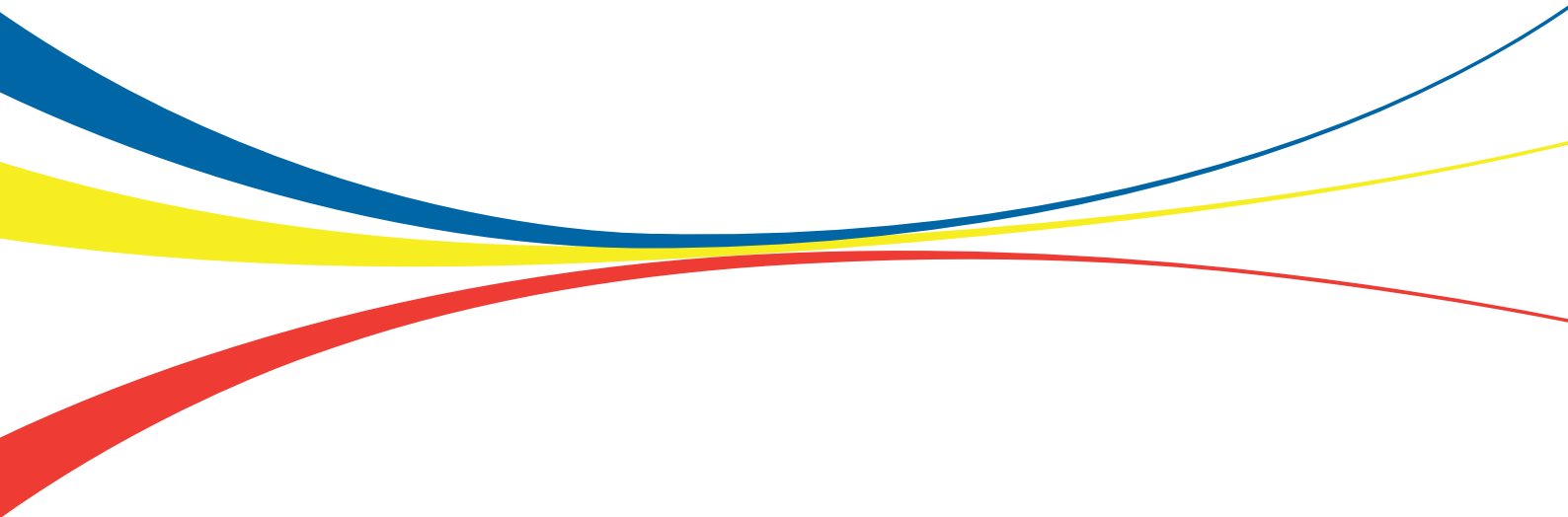
Artificial Intelligence is empowering and reducing access to information



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02

VISION



Previous page:

ASEAN officials participating in the Regional Consultative Workshop on the Comprehensive Review of the ASEAN Strategic Plan for Information and Media (2016–2025) and the Development of New Work Plan in February 2025 at the ASEAN Headquarters/ASEAN Secretariat

VISION

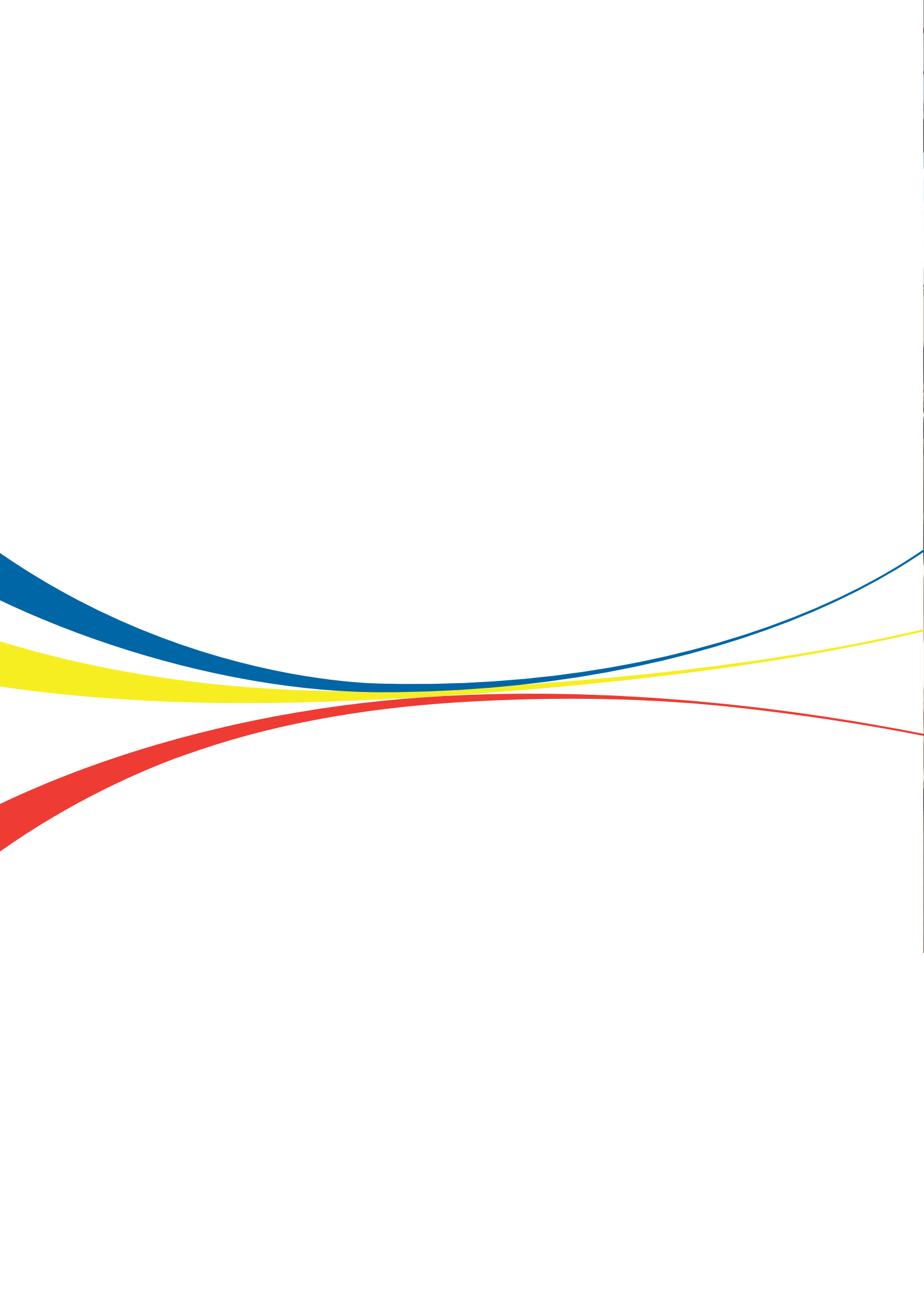
The *ASEAN Work Plan for Information and Media 2026–2035* adopts an overarching vision of **“An ASEAN Information and Media Landscape that Fosters a Strong Regional Identity and Integrity, and Enhances Information Accessibility for Knowledge Acquisition and Integrated Regional Collaboration”**.

The vision acknowledges the fast-changing digital era and calls for policies that are agile, evidence-driven, and grounded in ASEAN-wide cooperation for all segments of society.

Supporting-Visions:		
An Informed and Discerning ASEAN Society for its Citizens	A Strengthened Regional Institutional Ecosystem for Professionals	An ASEAN Generation Fluent in Information and Media
By 2035, ASEAN citizens will enjoy equitable access to trusted, multilingual sources of information, enabled by inclusive public and strategic communication ecosystems. These systems will foster regional awareness, strengthen critical thinking, and build media literacy, empowering citizens to counter disinformation and engage meaningfully in civic life	By 2035, ASEAN’s media, research, and policy institutions will operate within an integrated, standards-driven regional ecosystem that fosters capacity building, cross-border collaboration, and knowledge co-creation. This ecosystem will enable analogue and digital media to thrive in tandem, facilitating co-publications, shared research, and collaborative innovation, ultimately future-proofing the information and media landscape in the face of AI and emerging technologies	By 2035, ASEAN will cultivate a digitally fluent generation, ensuring that youth and all communities are empowered to actively shape and safeguard the regional narrative. Through responsible content creation, intercultural dialogue, and meaningful participation in regional information and media platforms, these communities will become agents of cohesion, resilience, and innovation within ASEAN’s information ecosystem

The plan, therefore, prioritises three principles:

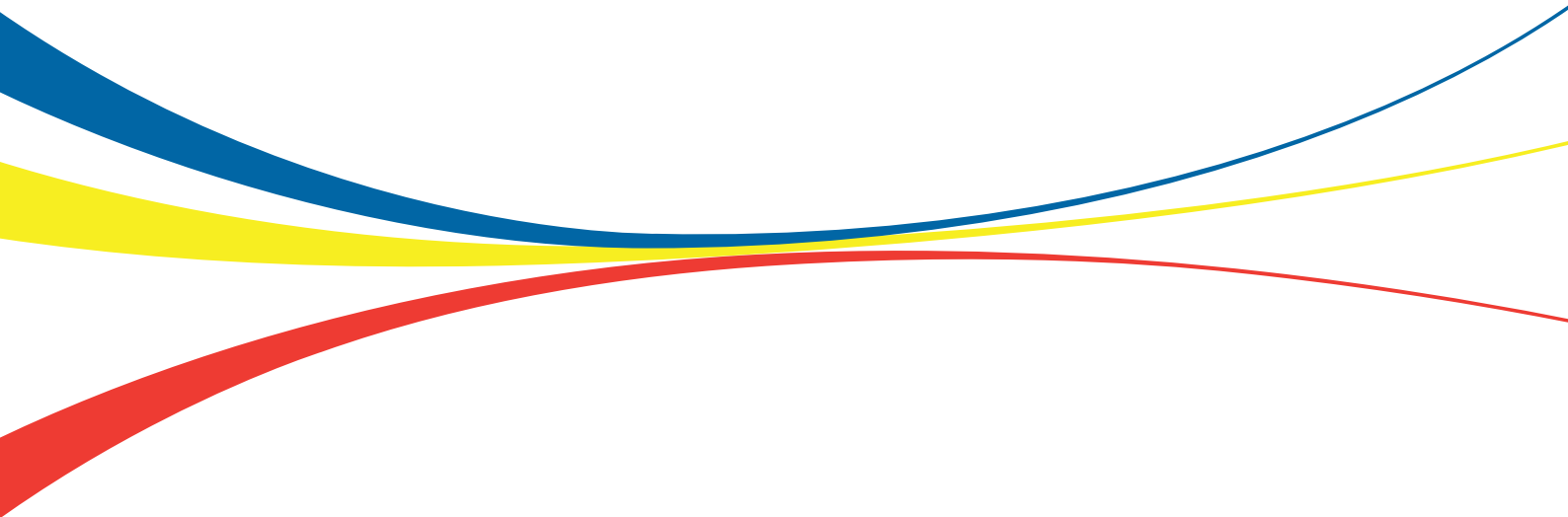
- 1. Adaptability:** Development of regulatory frameworks and outreach programmes which evolve alongside technological and user-behavioural shifts;
- 2. Collaboration:** Information, education, culture and digital economy actors need shared targets, data sets and review cycles;
- 3. Forward-looking Balance:** Every new service or governance tool should be assessed for its capacity to expand access and safeguard rights.





03

GOALS



Previous page:
Representative from ASEAN participating in the Regional Workshop for Capacity Building of ASEAN
TV Broadcasters Through Documentary Programme Production on ASEAN-Japan Cooperation held
in December 2019, Quezon City, the Philippines

GOALS

ASEAN's information and media landscape is undergoing rapid transformation, shaped by the convergence of digital technologies, rising connectivity, and the expanding role of citizens as both consumers and producers of content. These shifts present significant challenges, including disinformation, digital exclusion, and regulatory fragmentation, but also offer a timely opportunity to reimagine how information can catalyse regional cohesion, resilience, and innovation. The growing influence of algorithm-driven platforms and AI-generated content has led to media becoming one of the most potent sources of income for the next generation of content creators, which therefore underscores the need to strengthen digital literacy, promote ethical standards, and safeguard public trust. At the same time, persistent disparities in infrastructure and access, especially among rural, marginalised, and underrepresented communities, highlight the need to design more inclusive and equitable digital ecosystems.

Rather than viewing these issues in isolation, ASEAN can harness them as strategic inflection points. Strengthening regional coordination, investing in content creation that reflects ASEAN's cultural diversity, and modernising media capacity can lay the foundation for a more integrated and vibrant information economy. With the right interventions, these challenges become opportunities to build a trusted, inclusive, and future-ready information space that enhances ASEAN's global relevance and reinforces a shared sense of identity and purpose among its people. The following strategic goals outline ASEAN's collective roadmap towards that vision:

Strategic Goal 1: Access to Information

By 2035, ASEAN citizens will enjoy equitable access to trusted, multilingual information through inclusive digital platforms and public and strategic communication ecosystems. This goal addresses structural information access gaps and divides, particularly among communities with limited access to information and digital platforms. It supports sustained efforts to mitigate the deleterious effects of online harms and falsehoods through ensuring access to accurate, timely information, and safeguarding information integrity.

Strategic Goal 2: Information Integrity

By 2035, ASEAN envisions a trusted media environment where citizens are empowered to critically engage with content and mitigate manipulation. This goal promotes information integrity by strengthening journalism ethics, expanding public literacy programmes, and embedding responsible media governance. It addresses misinformation, disinformation, malinformation, algorithmic bias, and declining institutional trust through systemic safeguards and cross-sectoral collaboration.

Strategic Goal 3: Content Production and Development

By 2035, ASEAN aspires to foster a media-savvy ASEAN generation. Taking into consideration the huge potential for content that can advance the creative industry, this goal empowers youth and media creators from all levels of society to produce authentic, inclusive, and culturally resonant content whilst maximising its economic benefits. By investing in capacity building and content exchanges, ASEAN aims to support regional narrative and cultural representation, which reinforces ASEAN Identity through original storytelling and raises awareness and appreciation of the commercial value of content.

Strategic Goal 4: AI and Digital Transformation

By 2035, ASEAN will lead an inclusive and effective information and media transition by leveraging AI and emerging technologies to empower youth, modernise information and media institutions, and protect communities with limited access to information and digital platforms. This goal ensures strategic investment in innovation in information and media is aligned with equity, inclusion, and user safety, responding to the issue of exclusion and the widening digital and technological capacity gap. It underpins a future-ready ASEAN information and media space, where digital transformation in information and media is both responsible and accessible, safe and sustainable.

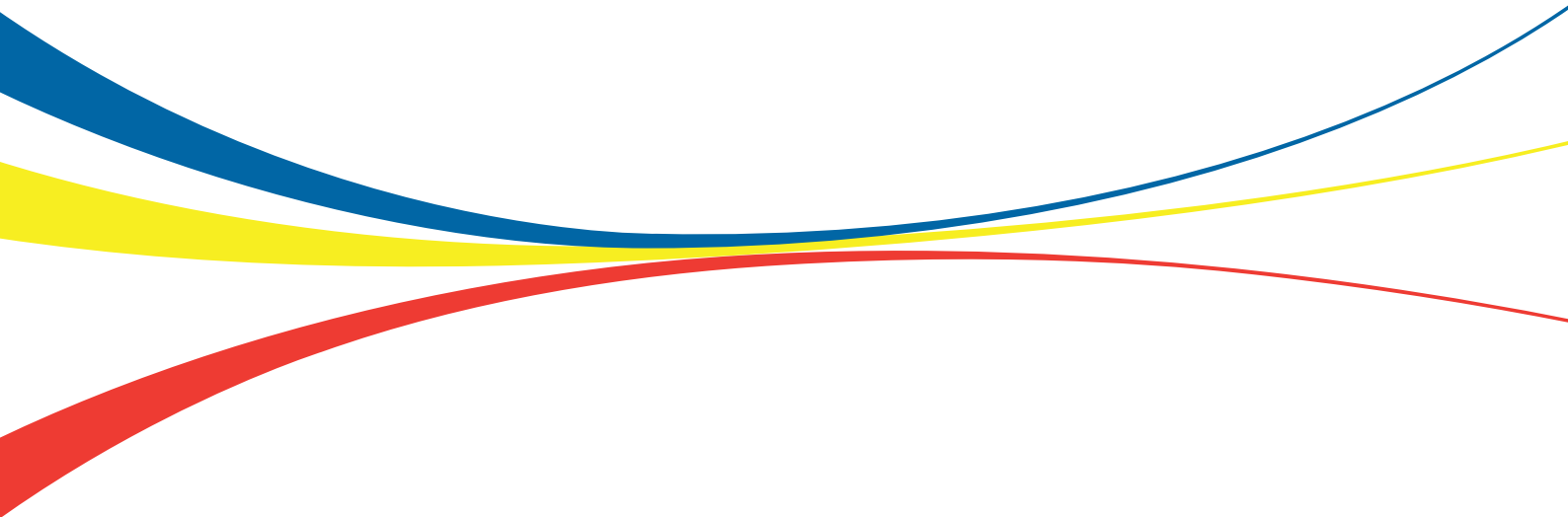
Strategic Goal 5: Partnerships and Cross-Cutting Cooperation

By 2035, ASEAN envisions a cross-cutting cooperation and collaborative governance framework that facilitates ASEAN Member States, civil society, information and media platforms, and public and private institutions. It addresses fragmentation and policy incoherence by promoting alignment in standards, execution, information sharing, transparency mechanisms, and information and media safety protocols. Through joint action, ASEAN will enhance regional resilience, regulatory agility, and public accountability in the information and media space.



04

OBJECTIVES



Previous page:
ASEAN officials participating in the Symposium on ASEAN Identity and Strengthening ASEAN-ROK
Cooperation: Now and Beyond held in September 2022 at the ASEAN Headquarters/ASEAN Secretariat

OBJECTIVES

Building on the strategic goals outlined previously, this section sets out key objectives to guide ASEAN's collective efforts towards a more inclusive, trusted, and future-ready information ecosystem by 2035.

These objectives reflect a shared direction for ASEAN Member States while allowing room for differentiated implementation across national contexts. Each objective is grounded in existing realities, anticipates regional trends, and aims to translate ASEAN's strategic vision into coherent and actionable outcomes.

Strategic Goal 1: Access to Information

Objective: Inclusive access to public information and media platforms will be ensured and standardised across all ASEAN Member States, with particular attention to underserved and linguistically diverse communities by 2035

To reduce persistent disparities in information and media access, ASEAN will support implementing national initiatives and participating in regional mechanisms that integrate local languages into content ecosystems and strengthen information media outreach for people with limited access to media and digital platforms. These practical efforts will help ensure that no community is left behind in ASEAN's information society.

Strategic Goal 2: Information Integrity

Objective: Adoption of frameworks that integrate information literacy, online safety, ethical journalism, and platform responsibility across institutions and ASEAN Member States

To reinforce the integrity of ASEAN's information and media landscape, ASEAN will advance public literacy, embed responsible content practices, and uphold ethical standards across the information and media ecosystem. This includes support for information and media literacy, public awareness campaigns, and the adoption of updated journalistic standards. At the regional level, ASEAN will coordinate efforts to improve platform accountability, algorithmic transparency, and misinformation responses.

Strategic Goal 3: Content Production and Development

Objective: Expansion of regional content production with active participation from youth, women, and underserved communities in shaping ASEAN information and media representation and narratives

ASEAN will facilitate the development of inclusive media ecosystems by supporting youth and media creators, enabling cross-border collaborations, and ensuring equitable representation in public content initiatives. These actions will promote diverse storytelling, strengthen narrative infrastructure, and contribute to a shared sense of regional ASEAN Identity.

Strategic Goal 4: AI and Digital Transformation

Objective: Adoption of inclusive AI strategies and application of responsible digital tools in modernising public information systems across ASEAN

To ensure a fair and inclusive digital transition, ASEAN will support in the development of AI, emerging technologies and digital transformation strategies grounded in principles of inclusion, transparency, and user protection. ASEAN will also promote the responsible integration of AI tools within public media institutions to enhance service delivery and reinforce public trust.

Strategic Goal 5: Partnerships and Cross-Cutting Cooperation

Objective: Operationalisation of joint actions, shared governance platforms and collaborative frameworks that promote coordinated information and media policy, safety, and ethics across ASEAN

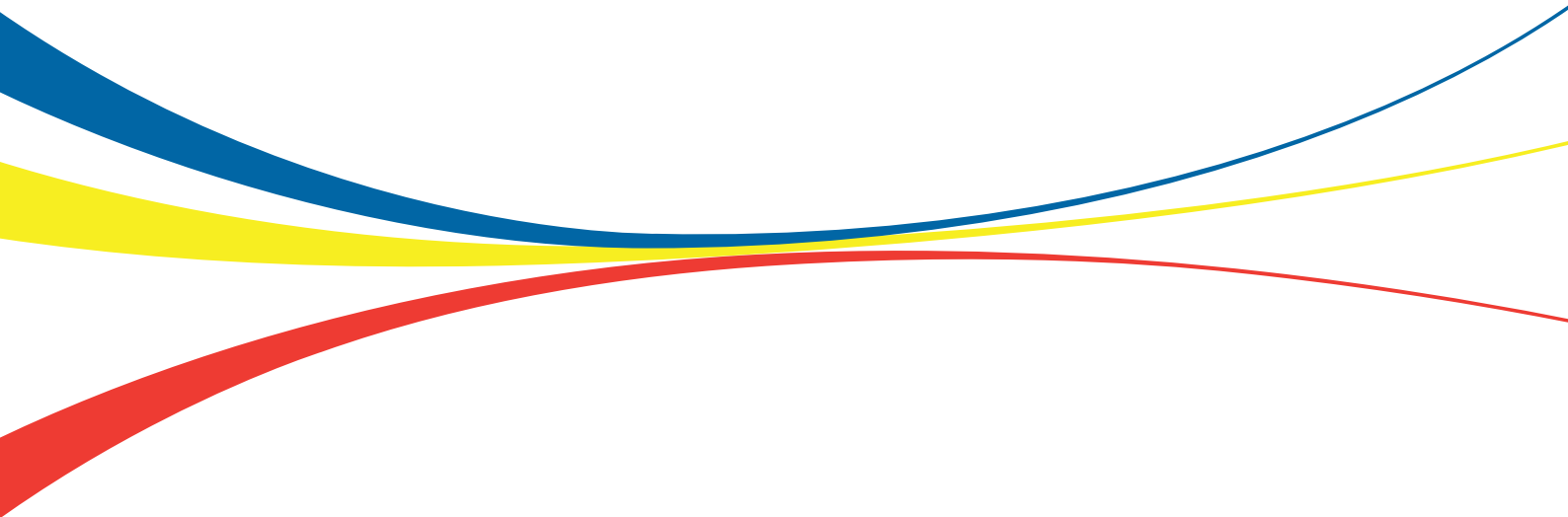
ASEAN will establish formal platforms and mechanisms for collaboration on information and media safety, transparency, and ethics; as well as strengthen existing ones. These initiatives will bring together governments, civil society, and the private sector to align standards, share resources, and respond collectively to emerging digital risks in information and media.

Digital SPARK Challenge 2024



05

PILLARS OF COOPERATION



Previous page:

ASEAN and Australian youth gathered to design social media campaigns against misinformation for the Digital Spark Challenge in October 2024, Jakarta

PILLARS OF COOPERATION

To overcome the evolving information and media challenges, the *ASEAN Work Plan for Information and Media 2026–2035* outlines five primary outcomes guided by the three-pronged guardrail of **adaptability, collaboration and forward-looking balance**, to deliver on the vision.

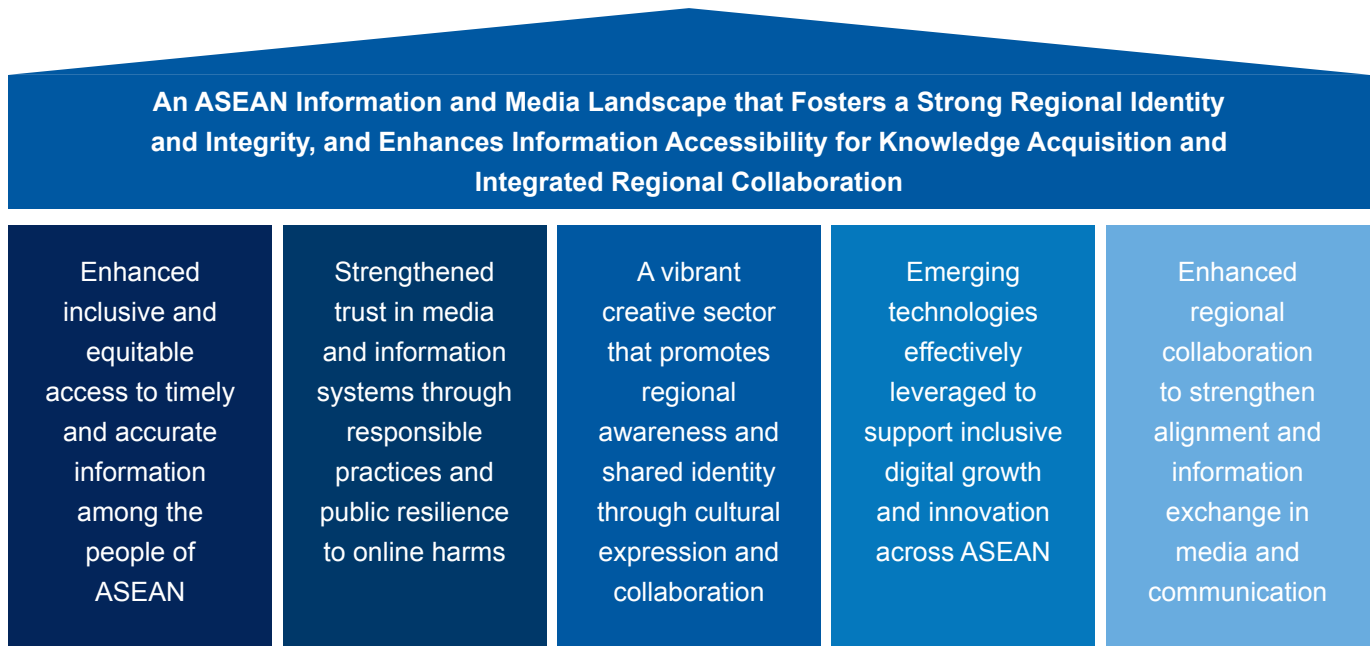
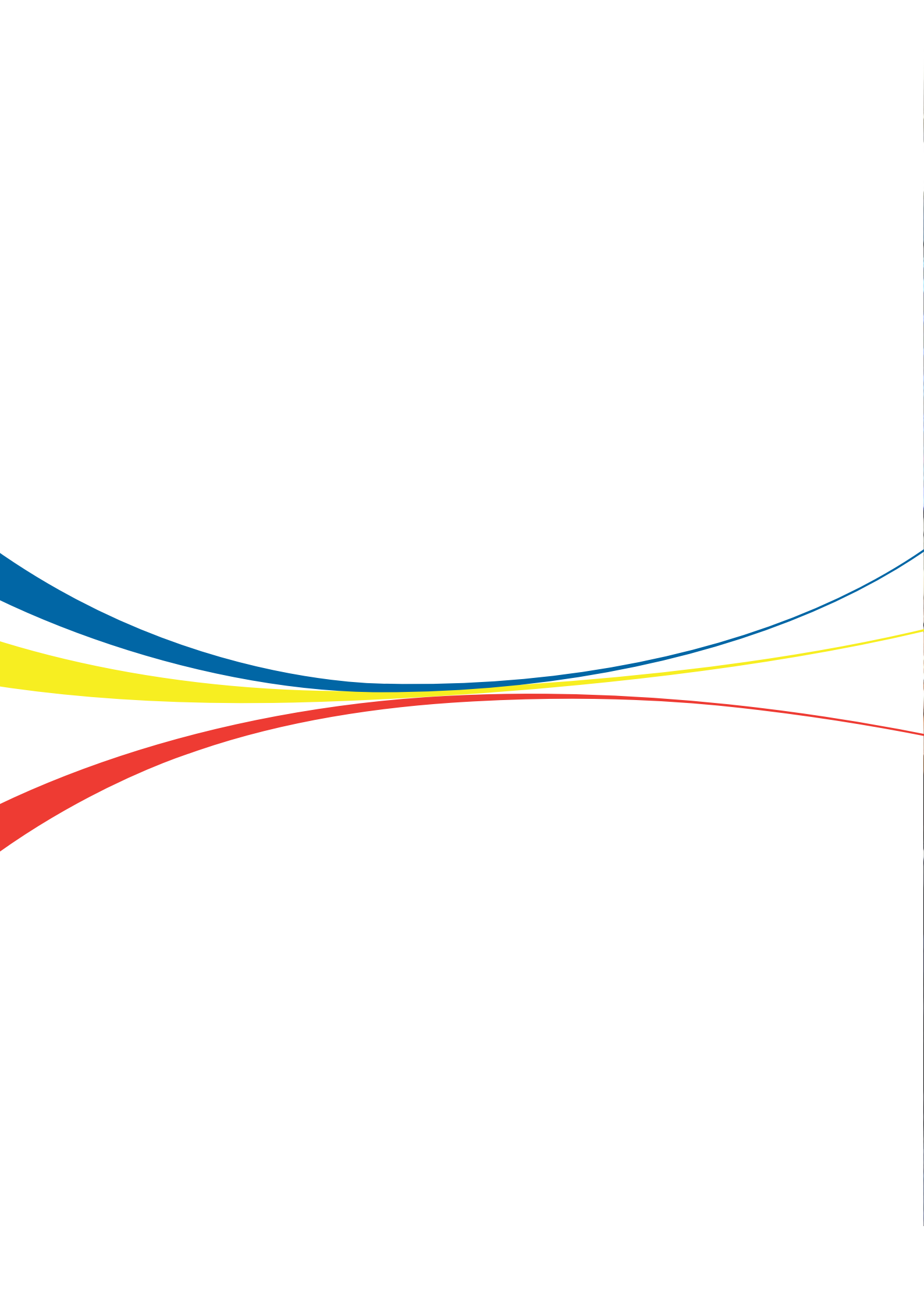


Figure 1: Primary Outcomes of the ASEAN Work Plan for Information and Media 2026–2035

ASEAN’s evolving information and media landscape requires a future-focused strategy that delivers tangible outcomes across access, trust, creativity, innovation, and collaboration to guide policy harmonisation and cross-border collaboration among ASEAN Member States to deliver on the established goals and objectives:

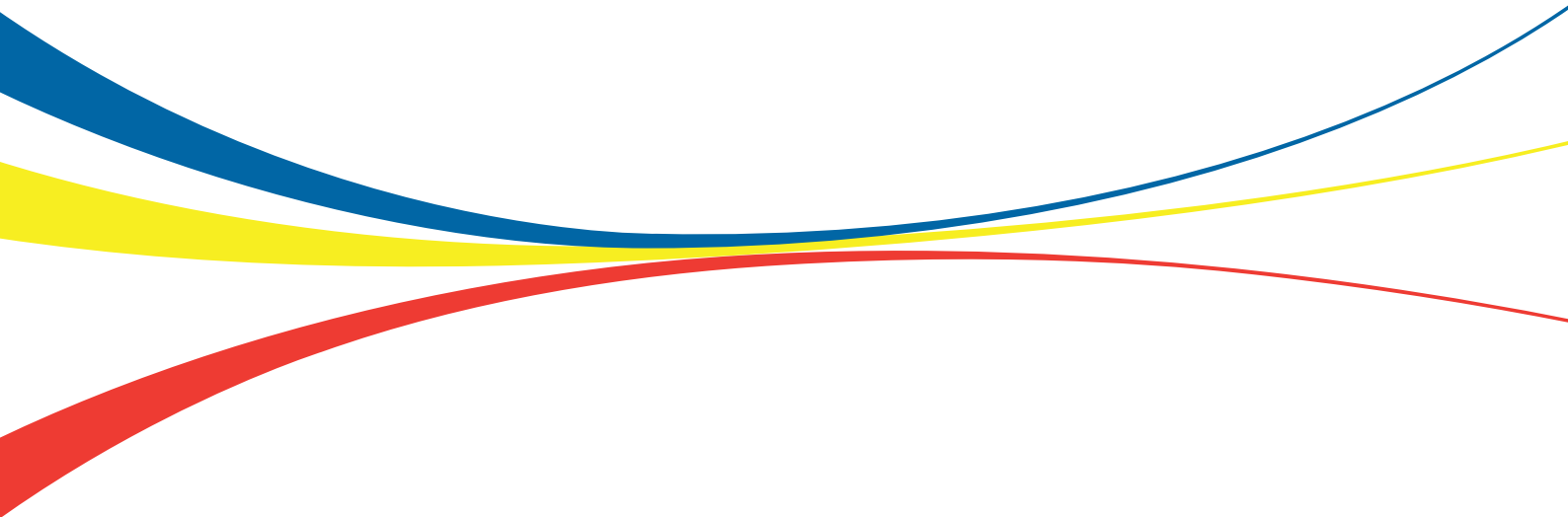
- Enhanced inclusive access to timely and accurate information among the people of ASEAN
- Strengthened trust in media and information systems through responsible practices and public resilience to online harms
- A vibrant creative sector that promotes regional awareness and shared identity through cultural expression and collaboration
- Emerging technologies effectively leveraged to support inclusive digital growth and innovation across ASEAN
- Enhanced regional collaboration to strengthen alignment and information exchange in media and communication





06

KEY STRATEGIES



Previous page:
Journalists from ASEAN countries meeting with Tata Consulting Services during a media
exchange programme in June 2022, Hyderabad, India

KEY STRATEGIES

To deliver on the desired outcomes aimed at bridging the identified gaps within the information and media landscape, each outcome is distilled to key mutually exclusive pillars of action. These programmes aspire to address challenges within specific themes.



Figure 2: ASEAN Work Plan for Information and Media 2026–2035

Strategic Goal 1: Access to Information

This strategy aims to enhance inclusive access to information in support of fostering ASEAN connectivity and a shared ASEAN Identity. A foundational step involves assessing the current state of the information and media sectors across Member States to identify needs, trends, and gaps. This evidence base will inform future activities.

To enhance equitable access, ASEAN will enhance both regional and national mechanisms that promote universal access to digital tools and platforms. This includes supporting initiatives that foster the effective use of ICT and reinforce ASEAN Community-Building effort. Broader efforts will also aim to implement regional initiatives that enhance ASEAN awareness and engender a shared sense of belonging among diverse populations.

Strategic Goal 2: Information Integrity

To uphold trustworthy media environments, this goal emphasises strengthening the integrity of information through ethical journalism, public literacy, and responsible technology use. It begins with enhancing the skills of news media professionals to ensure balanced, responsible, and context-sensitive reporting.

Public literacy initiatives will be expanded, involving governments, educators, civil society, and the private sector to help ASEAN citizens recognise and resist disinformation. In parallel, ASEAN will promote ethical and responsible adoption of AI and other emerging technologies in media systems. This includes supporting policy development and standardisation in online safety, cybersecurity, and digital governance to create a secure and informed information ecosystem.

Strategic Goal 3: Content Production and Development

This goal seeks to elevate ASEAN Identity through original, culturally resonant content and collaborative storytelling. A major focus is on encouraging regional media production, particularly through the integration of ASEAN themes into educational and creative sectors.

ASEAN will provide targeted support for capacity building among media professionals, especially youth and emerging creators, to enable them to produce high-quality ASEAN content. Programmes will also facilitate regional content exchanges across film, expanding the region's cultural footprint. A strong emphasis is placed on inclusive storytelling, ensuring that communities with limited access to media content, including persons with disabilities, are empowered to share their perspectives and access media opportunities.

Strategic Goal 4: AI and Digital Transformation

To prepare ASEAN for a digitally driven future, this goal focuses on harnessing emerging technologies to promote equitable transformation. The region will adopt new digital tools to support

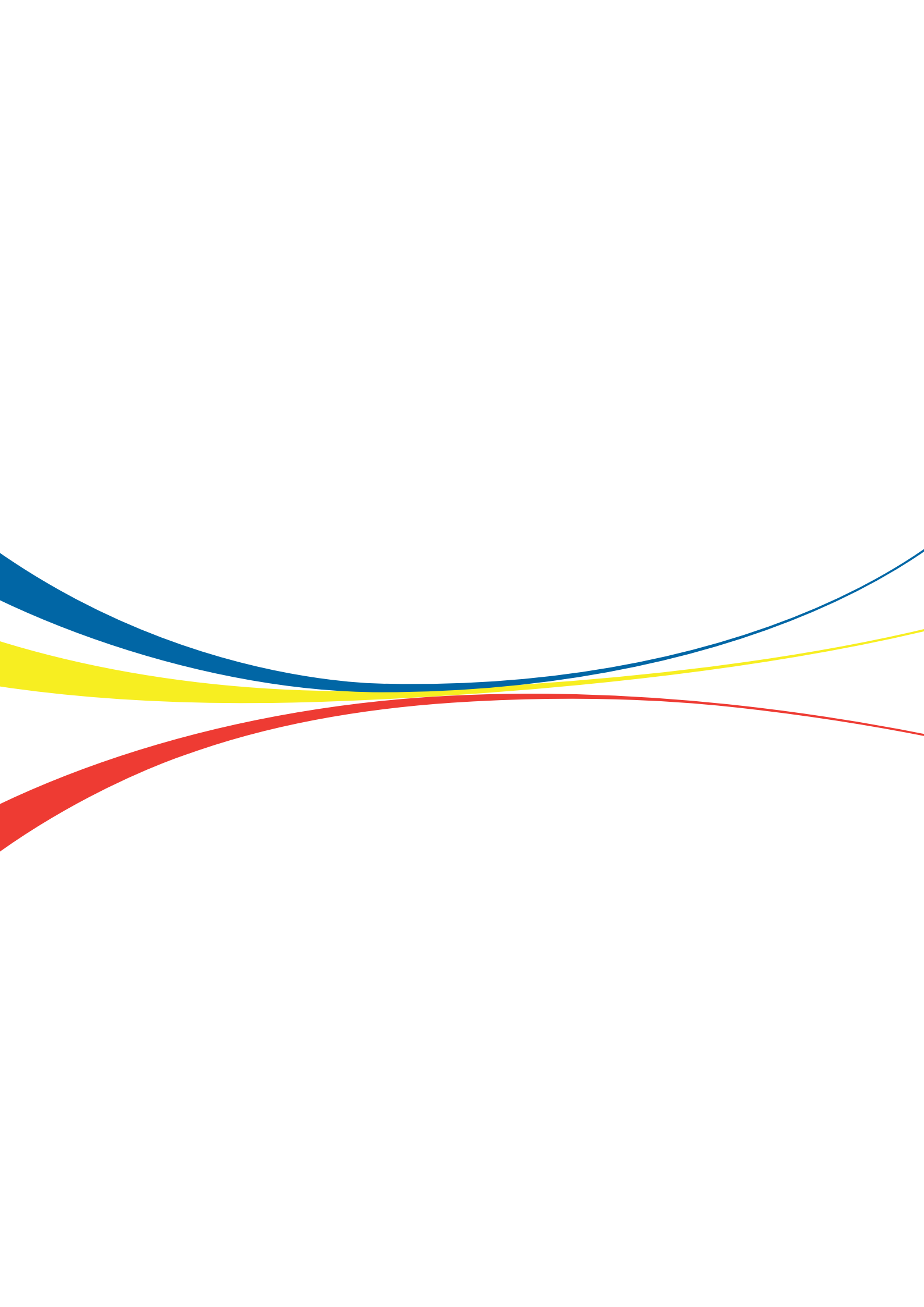
information and media professionals, while ensuring the benefits to all ASEAN communities and that no one is left behind.

To ensure that no one is left behind, ASEAN will launch capacity building programmes tailored to the needs of women, girls, youth, rural media practitioners, and the elderly. Additionally, the region will invest in modernising traditional and mainstream media sectors through technology transfer and infrastructure support. Responsible innovation remains central, with initiatives to promote transparency in AI deployment, protect users, and minimise the spread of harmful digital content.

Strategic Goal 5: Partnerships and Cross-Cutting Cooperation

The final strategic goal aims to deepen cross-sectoral cooperation among ASEAN Member States, including the culture and information sectors, civil society, and industry to enhance governance and regional alignment. Collaborative platforms will be developed to strengthen policy coordination in key areas, including digital readiness, information integrity, cybersecurity, and human rights.

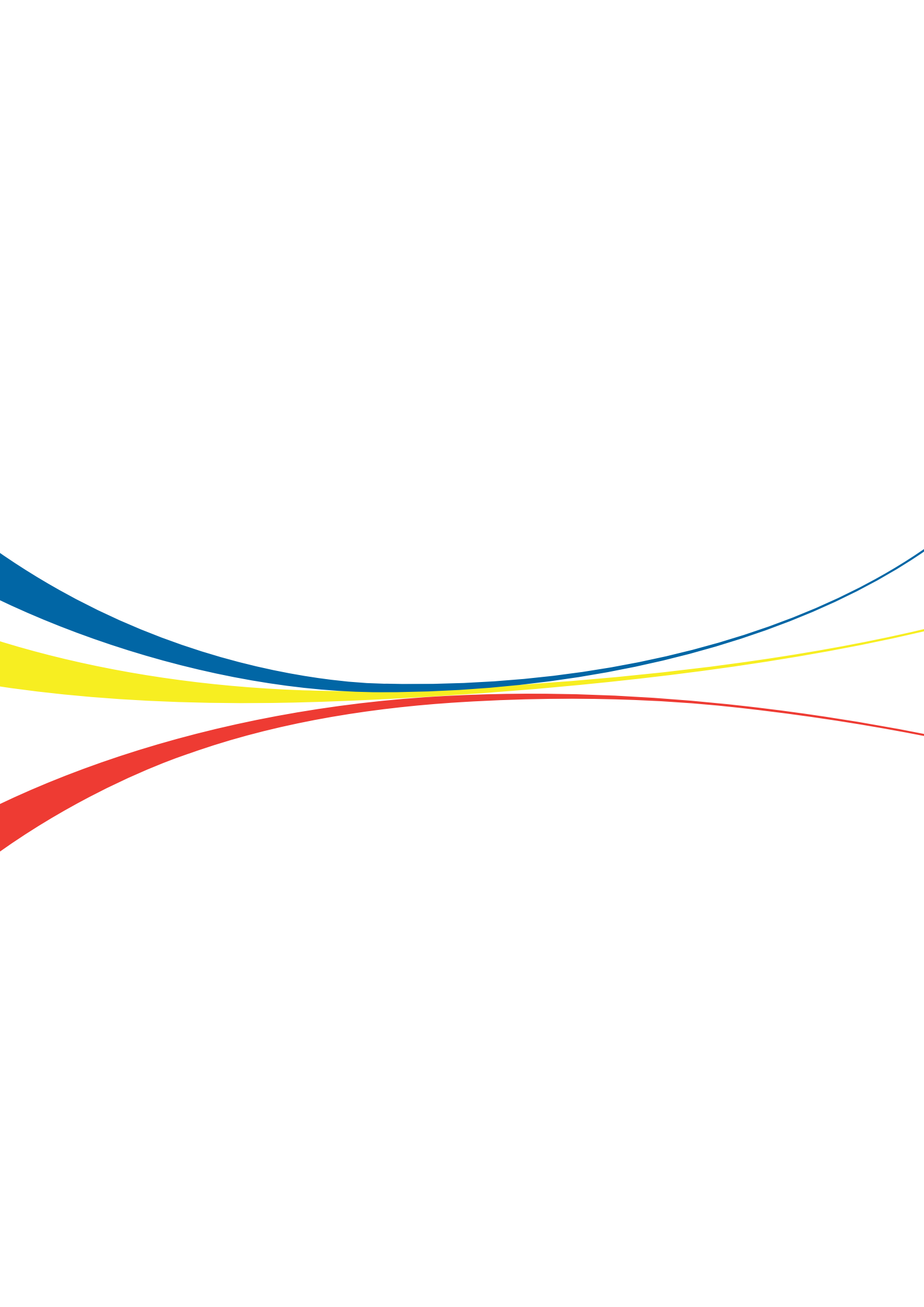
ASEAN will foster multi-stakeholder partnerships to enhance transparency, particularly in addressing disinformation on social media platforms. The region will also encourage joint efforts to create transparency reports and establish shared standards for digital safety and the ethical use of AI. These partnerships are crucial to building collective resilience and fostering innovation that is grounded in public trust and accountability.





07

PROPOSED ACTIONS



PROPOSED ACTIONS

The outlined solution areas (strategic goals) provide a thematic cluster of programmes to address structural issues in the information and media landscape comprehensively. To facilitate the alignment of cross-ASEAN Member States efforts and resource mobilisation, these programmes are further refined and preliminarily scoped to outline indicative potential activities for ASEAN Member States to explore. These activities aim to outline different mechanisms for potential collaborators to participate in and contribute to specific areas of cooperation.

Key Strategies		Timeline	Proposed Actions
Strategic Goal 1: Access to Information	1. Enhancing access to information through regular research on emerging trends, policy dialogues to promote universal access to, and effective use of, information and communication, as well as implementation of regional initiatives to amplify ASEAN awareness and foster a shared ASEAN Identity	Short Term	1.1 Regularise knowledge sharing on emerging trends and industry analysis through the development of trend studies and industry reports
			1.2 Promote awareness of best practices for effective use of information and media
			1.3 Facilitate the use of local languages in cross-regional media programming with subtitles
			1.4 Promote regular policy dialogue on advancements in information and media
		Medium Term	1.5 Establish a network of key regional subject matter experts on information and media
			1.6 Promote inclusive, culturally relevant, and multilingual media content across ASEAN Member States
			1.7 Promote effective and relevant media content across ASEAN Member States
		Long Term	1.8 Foster global and regional information accessibility to engender a regional sense of ownership among ASEAN citizens and a shared identity
			1.9 Facilitate geographical and demographic coverage of regional initiatives across communities in ASEAN

Key Strategies		Timeline	Proposed Actions
Strategic Goal 2: Information Integrity	2. Strengthen trustworthy media ecosystems by promoting ethical journalism, enhancing media and attention literacy, and equipping media professionals with skills to counter misinformation, disinformation, and online harms, while respecting national and cultural contexts through capacity development programmes and standardised governance frameworks	Short Term	2.1 Inculcate responsible, accurate, timely, and culturally-sensitive reporting 2.2 Enhance understanding of falsehoods and online harms, by distinguishing misinformation, disinformation, and malinformation as distinct risks 2.3 Strengthen community-level campaigns to detect, question, and respond to falsehoods and online harms 2.4 Facilitate the adoption of framework and policy interventions to facilitate ethical use of AI-generated content by media professionals
		Medium Term	2.5 Promote ASEAN-wide awareness campaigns to mitigate falsehoods and online harms 2.6 Support data-driven and evidence-based journalism to improve media credibility and public accountability 2.7 Foster cross-sector collaboration in public education through public-private partnerships, including tech platforms to deliver literacy programmes and campaigns 2.8 Support recognition and certification programmes of regional emergent technology ethics to promote responsible technology adoption in media organisations 2.9 Develop a regional framework in crafting media governance policy and good practices
		Long Term	2.10 Collaborate on the development of frameworks and activities to make use of data analytics in enhancing quality journalism to counter falsehoods and online harms

Key Strategies		Timeline	Proposed Actions
		Long Term	2.10 Collaborate on the development of frameworks and activities to make use of data analytics in enhancing quality journalism to counter falsehoods and online harms
			2.11 Implement capacity building programmes among ASEAN Member States to improve public and strategic communications for its citizens and build resilience against online harms
			2.12 Establish ASEAN training hubs to build professional skills on fact-checking, AI use in newsrooms, and countering online harms
			2.13 Develop an ASEAN Guideline on ethical and responsible journalism

Key Strategies		Timeline	Proposed Actions
Strategic Goal 3: Content Production and Development	3. Foster a vibrant creative economy that builds ASEAN Identity through skilled media talent, inclusive storytelling, and cross-country collaboration, including ASEAN-focused content in education and enhanced support for media development across Member States	Short Term	3.1 Support the development of ASEAN content that is immersive and multisensory to engage ASEAN citizens 3.2 Develop effective dissemination strategies of ASEAN content to different groups 3.3 Capacitate ASEAN youth and media professionals through talent and capacity building programmes 3.4 Support partnerships among ASEAN artists and media professionals to co-create content across visual and audiovisual
		Medium Term	3.5 Facilitate regular sharing of digital content on ASEAN developments with educators across the ASEAN Member States 3.6 Support the development of co-productions across film, TV and animation sectors 3.7 Facilitate funding mobilisation forums for local creators in developing and disseminating ASEAN-branded digital and broadcast content 3.8 Promote and expand the exposure and distribution of ASEAN creative works across the region and global audience

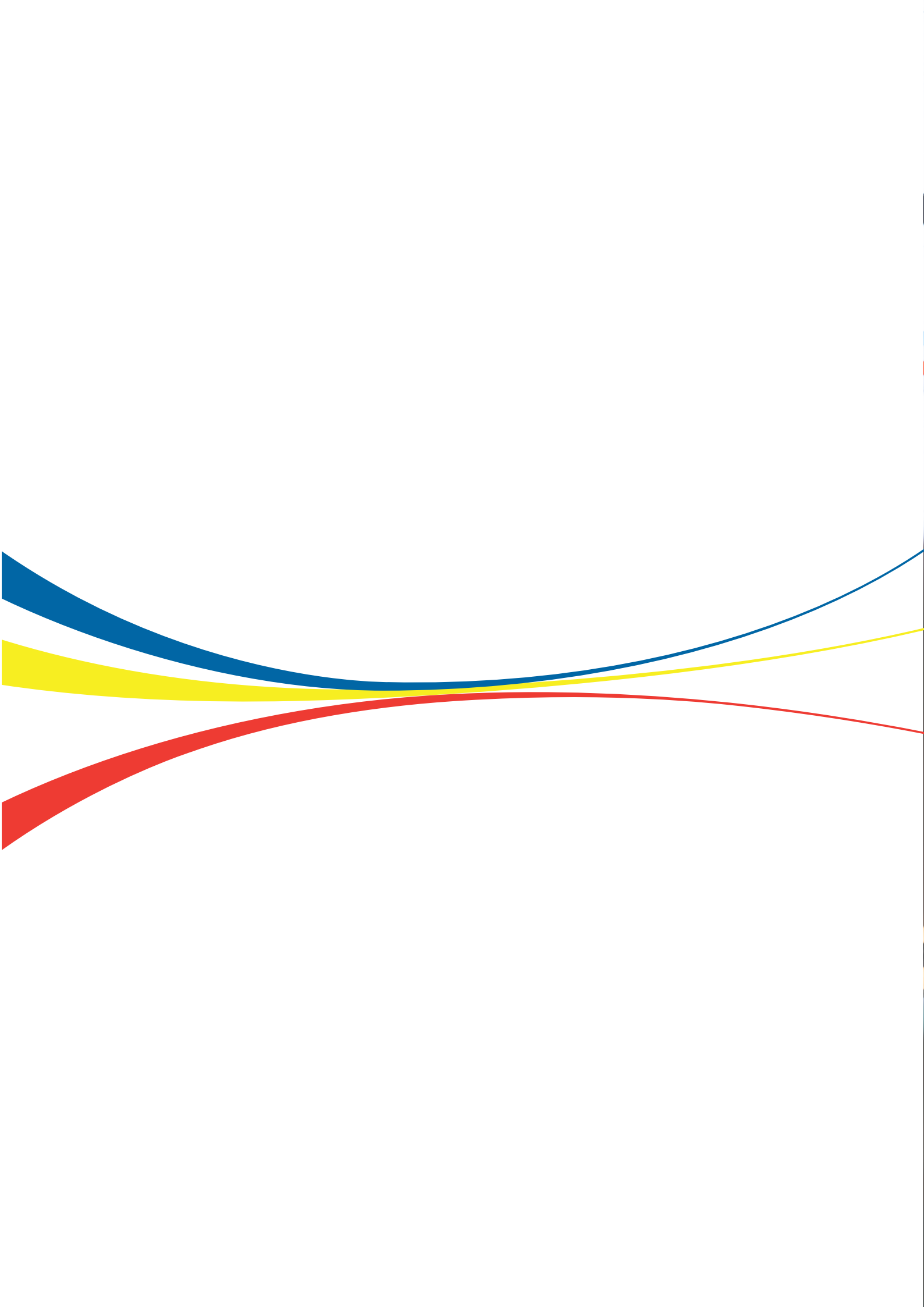
Key Strategies		Timeline	Proposed Actions
		Long Term	3.9 Promote inclusive media campaigns and engagements that enhance the strength and contributions across mainstream and digital platforms by persons with disabilities and other groups with limited access to media and information
			3.10 Facilitate collaboration between media professionals and educators in ASEAN Member States to enhance their professional competence and knowledge to better cover and disseminate ASEAN stories
			3.11 Facilitate existing partnerships for cross-border content exchange to support and upskill media professionals in creating and developing ASEAN content

Key Strategies		Timeline	Proposed Actions
Strategic Goal 4: AI and Digital Transformation	4. Build an inclusive and ethical ASEAN digital ecosystem by bridging information and media skill gaps, future-proofing media sectors, and promoting responsible tech adoption, leveraging emerging technologies to grow the creative economy and empower communities with untapped economic ability through targeted capacity building	Short Term	4.1 Design and deliver targeted training to close the digital skills gap for rural and people in vulnerable situations 4.2 Facilitate cross-sector collaboration in the development and deployment of strategies for an inclusive digital solution 4.3 Facilitate policy and industry dialogue on the impacts, challenges and opportunities of AI and emerging technologies on cross media development 4.4 Facilitate collaboration on regional campaigns for ethical use of new technologies in media and content creation, balancing innovation with accountability
		Medium Term	4.5 Develop best practice sharing programmes in the adoption and use of emerging technology for media 4.6 Strengthen content creation and storytelling capacity to ensure diverse perspectives are represented in the digital space 4.7 Develop programmes for future-proofing traditional and mainstream media 4.8 Develop voluntary standards or certifications to recognise safe, responsible, and high-quality tech applications in the creative sector

Key Strategies		Timeline	Proposed Actions
		Long Term	4.9 Facilitate discourse and awareness on intellectual property regulation across Member States on emerging technology adaptation 4.10 Align capacity building with broader digital policy to prevent exclusion and promote long-term socio-economic resilience 4.11 Support the digital transformation of mainstream and traditional media through capacity building and innovation funding 4.12 Facilitate policy dialogue to foster trust and online safety without restricting creative experimentation and expression

Key Strategies		Timeline	Proposed Actions
Strategic Goal 5: Partnerships and Cross-Cutting Cooperation	5. Deepen partnerships across governments, sectors, and stakeholders to align policies, share information, and collaborate on emerging technologies, digital readiness, cybersecurity, information resilience, access to information, and prevention of information exploitation	Short Term	5.1 Foster collaboration on campaigns for ethical use of new technologies in media and content creation, balancing innovation with accountability 5.2 Collaborate on region-wide agreements/frameworks to align Member States and Dialogue Partners on media coordination 5.3 Strengthen collaboration in digital information and media literacy campaigns to foster information literacy among ASEAN citizens 5.4 Facilitate synergy between the information and culture sectors through the ASEAN-COCI platform to implement activities that are designed to communicate with purpose, and to embed intercultural-driven communication strategies and activities
		Medium Term	5.5 Facilitate public-private-community partnerships with social media providers in the development of disinformation-tackling strategies 5.6 Facilitate awareness of IoT technologies to enhance training delivery, upskilling, and real-time labour market insight 5.7 Establish a focus group network to support the development of regional-level policies 5.8 Facilitate regional cooperation to address cross-border threats arising from the misuse of digital technologies

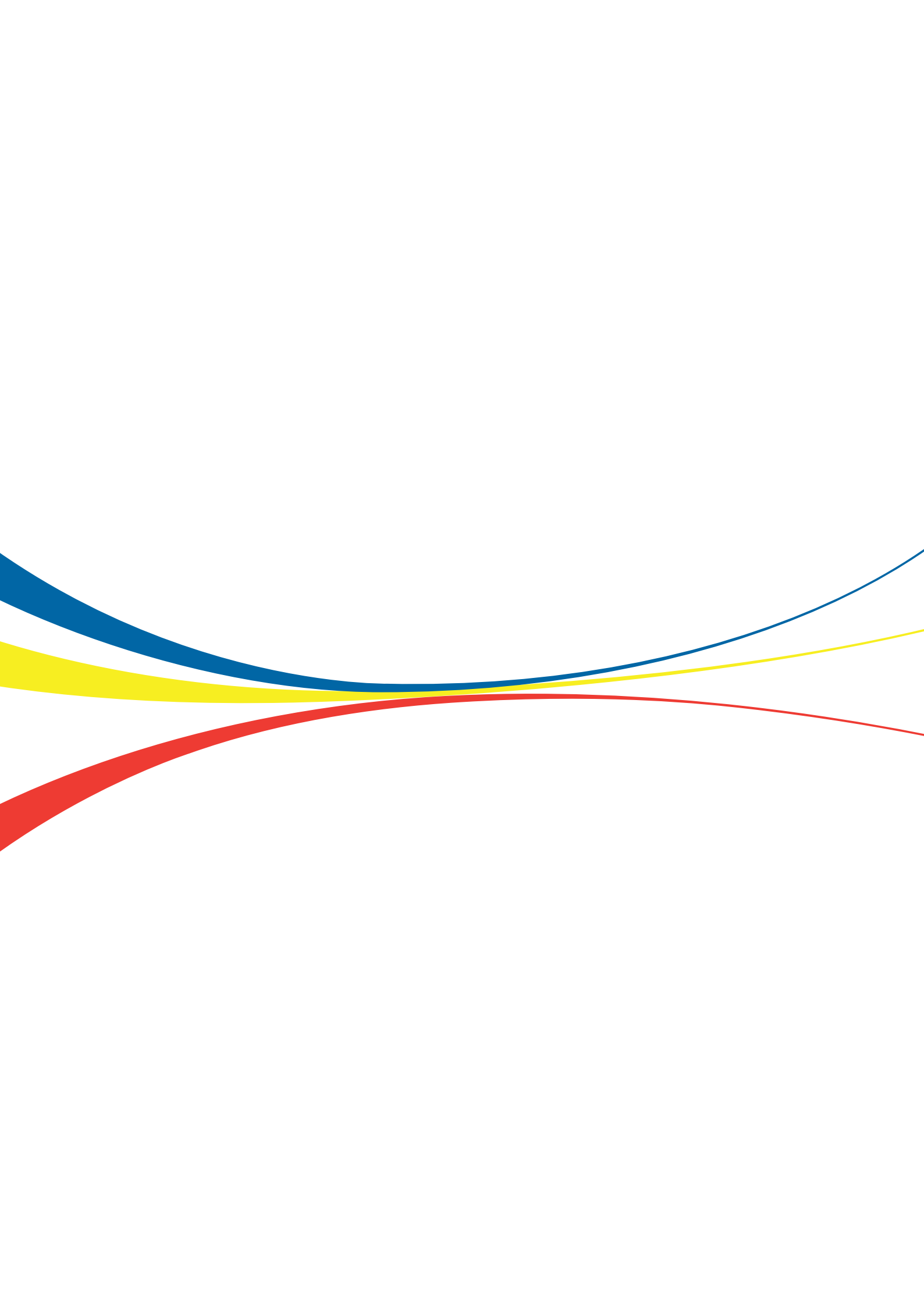
Key Strategies		Timeline	Proposed Actions
		Long Term	5.9 Develop voluntary standards or certifications to recognise safe, responsible, and high-quality tech applications in the creative sector 5.10 Coordinate cross-sectoral engagement on media-related risks through aligned regulatory approaches among ASEAN Member States 5.11 Develop ASEAN-wide transparency reports outlining misinformation takedowns by social media platforms 5.12 Collaborate on optimisation of data-driven tools for regional job placement, career tracking, and personalised skill development





08

APPROACH AND IMPLEMENTATION



APPROACH AND IMPLEMENTATION

To consolidate the implementation of the 2026–2035 Work Plan, indicative activities and collaboration mechanisms are mapped to respective timelines and corresponding outcome level indicators, aligning cross-regional collaboration and priorities with the delivery of specific outcomes. The following Monitoring and Evaluation Framework serves to facilitate the progress of specific contributions and the achievement of overcoming the earlier outlined challenges, consolidating monitoring and tracking by the designated party and informing future reviews and strategic realignment to ensure accountability and agility in the delivery of the *ASEAN Work Plan for Information and Media 2026–2035*.

The Monitoring and Evaluation Framework also maps a series of indicative activities for the guidance of ASEAN Member States. Indicative activities are multi-year and multi-programmatic activities to serve as interoperable adaptive activities, mutually consolidative across programmes, which can be employed by ASEAN Member States across timeframes to support the execution of the proposed action in driving individual key strategies.

For Suggested Indicators, data should be triangulated from a blend of global sources (e.g. ITU, World Bank, etc.), country-level reports (e.g. national statistical agencies, digital inclusion foundations), and thematic studies on exclusion (e.g. gender or rural divides). Where direct data is lacking, custom analytics should be developed by harmonising multiple datasets to generate targeted, context-specific insights.

Strategic Goals	Outcome	Suggested Indicators	Key Strategies	Proposed Actions	Indicative Activities
Strategic Goal 1: Access to Information	Enhanced inclusive and equitable access to timely and accurate information among the people of ASEAN	Average penetration rate across identified regions and people in vulnerable situations into media platforms and high-priority technologies	1. Enhancing access to information through regular research on emerging trends, policy dialogues to promote universal access to, and effective use of, information and communication, as well as implementation of regional initiatives to amplify ASEAN awareness and foster a shared ASEAN Identity	1.1 Regularise knowledge sharing on emerging trends and industry analysis through the development of trend studies and industry reports 1.2 Promote awareness of best practices for effective use of information and media 1.3 Facilitate the use of local languages in cross-regional media programming with subtitles 1.4 Promote regular policy dialogue on advancements in information and media 1.5 Establish a network of key regional subject matter experts on information and media	- Develop annual ASEAN trend reports and sectoral insights to inform policy decisions and private sector strategies on media and communications - Deploy an integrated community radio and SMS platform to deliver timely and reliable information to rural areas, using dedicated short-code SMS services to provide verified updates alongside local radio broadcasts - Document case studies on ethical media practices, highlighting both successes and common pitfalls across ASEAN Member States - Deliver national roadshows and school-based workshops focused on critical media consumption and misinformation prevention

Strategic Goals	Outcome	Suggested Indicators	Key Strategies	Proposed Actions	Indicative Activities
				1.6 Promote inclusive, culturally relevant, and multilingual media content across ASEAN Member States 1.7 Promote effective and relevant media content across ASEAN Member States 1.8 Foster global and regional information accessibility to engender a regional sense of ownership among ASEAN citizens and a shared identity 1.9 Facilitate geographical and demographic coverage of regional initiatives across communities in ASEAN	• Maintain a dynamic ASEAN expert directory, providing a searchable interface to identify subject-matter leaders across the region • Conduct digital literacy bootcamps targeting youth, the elderly, and women to bridge the foundational tech knowledge gap • Organise ASEAN Identity Symposium and related events to promote discourse on shared identity, and showcase ASEAN content

Strategic Goals	Outcome	Suggested Indicators	Key Strategies	Proposed Actions	Indicative Activities
					• Translate and distribute simplified flyers and infographics that explain ASEAN initiatives in a way that is accessible to low-literacy populations • Deploy outreach tools such as mobile dialogue caravans that travel to rural communities to deliver ASEAN content, and through community surveys and feedback sessions to gather views and increase visibility of ASEAN programmes

Strategic Goals	Outcome	Suggested Indicators	Key Strategies	Proposed Actions	Indicative Activities
Strategic Goal 2: Information Integrity	Strengthened trust in media and information systems through responsible practices and public resilience to online harms	Percentage increase in ASEAN population who trust news media most of the time across ASEAN Member States	2. Strengthen trustworthy media ecosystems by promoting ethical journalism, enhancing media and attention literacy, and equipping media professionals with skills to counter misinformation, disinformation, and online harms, while respecting national and cultural contexts through capacity development programmes and standardised governance frameworks	2.1 Inculcate responsible, accurate, timely, and culturally sensitive reporting 2.2 Enhance understanding of falsehoods and online harms, by distinguishing misinformation, disinformation, and malinformation as distinct risks 2.3 Strengthen community-level campaigns to detect, question, and respond to falsehoods and online harms 2.4 Facilitate the adoption of framework and policy interventions to facilitate ethical use of AI-generated content by media professionals	- Develop and distribute regional editorial handbooks that embed cultural sensitivities and ethical guidelines into newsroom practices - Development of a Code of Conduct on the ethical use of AI-generated content by media professionals - Coordinate a cross-border digital campaign leveraging hashtags, influencer content, and short videos to counter common online harms - Broadcast multilingual public service announcements via radio and television to debunk prevalent regional disinformation - Conduct training workshops with media professionals on how to analyse and visualise data effectively to support factual storytelling

Strategic Goals	Outcome	Suggested Indicators	Key Strategies	Proposed Actions	Indicative Activities
				2.5 Promote ASEAN-wide awareness campaigns to mitigate falsehoods and online harms 2.6 Support data-driven and evidence-based journalism to improve media credibility and public accountability 2.7 Foster cross-sector collaboration in public education through public-private partnerships, including tech platforms to deliver literacy programmes and campaigns 2.8 Support recognition and certification programmes of regional emergent technology ethics to promote responsible technology adoption in media organisations	- Collaborate with technology firms to co-develop digital literacy e-learning modules tailored for young users and educators - Organise inter-sectoral dialogue platforms involving media, civil society, and tech companies to co-design outreach strategies - Develop technical guides and toolkits on responsible data analytics use for media organisations and content creators - Establish pilot partnerships with media houses to test real-time analytics dashboards for fact-checking and audience sentiment tracking - Produce a multilingual explainer series using infographics and animations to illustrate different types of falsehoods

Strategic Goals	Outcome	Suggested Indicators	Key Strategies	Proposed Actions	Indicative Activities
				2.9 Develop a regional framework in crafting media governance policy and good practices 2.10 Collaborate on the development of frameworks and activities to make use of data analytics in enhancing quality journalism to counter falsehoods and online harms 2.11 Implement capacity building programmes among ASEAN Member States to improve public and strategic communications for its citizens and build resilience against online harms	• Conduct panel discussions and webinars targeting educators, youth leaders, and journalists to deepen conceptual understanding of information threats • Design and deliver simulation-based public and strategic communication training for government communicators and information officers • Publish a communications (public and strategic) playbook for ASEAN Member States officials on countering disinformation, tailored to varying national contexts and technological capabilities

Strategic Goals	Outcome	Suggested Indicators	Key Strategies	Proposed Actions	Indicative Activities
				2.12 Establish ASEAN training hubs to build professional skills on fact-checking, AI use in newsrooms, and countering online harms 2.13 Develop an ASEAN Guideline on ethical and responsible journalism	

Strategic Goals	Outcome	Suggested Indicators	Key Strategies	Proposed Actions	Indicative Activities
Strategic Goal 3: Content Production and Development	A vibrant creative sector that promotes regional awareness and shared identity through cultural expression and collaboration	Number of ASEAN-produced creative content projects (e.g., films, documentaries, digital media, etc.) collaboratively developed and distributed across multiple ASEAN Member States that promote ASEAN Identity and diversity	3. Foster a vibrant creative economy that builds ASEAN Identity through skilled media talent, inclusive storytelling, and cross-country collaboration, including ASEAN-focused content in education and enhanced support for media development across Member States	3.1 Support the development of ASEAN content that is immersive and multisensory to engage ASEAN citizens 3.2 Develop effective dissemination strategies of ASEAN content to different groups 3.3 Capacitate ASEAN youth and media professionals through talent and capacity building programmes 3.4 Support partnerships among ASEAN artists and media professionals to co-create content across visual and audiovisual	- Publish digital content strategy documents and social media content plans for youth, educators, professionals, and communities with limited access to media and information to promote and enhance access to ASEAN narratives - Host online media workshops and journalism roundtables for content producers to strengthen ethical reporting on disability and inclusion issues - Establish regional showcase platforms and organise hybrid content exhibitions to increase the visibility of ASEAN creative works - Convene media-education dialogue sessions and professional workshops to enhance storytelling quality and ASEAN literacy among educators and media professionals

Strategic Goals	Outcome	Suggested Indicators	Key Strategies	Proposed Actions	Indicative Activities
				3.5 Facilitate regular sharing of digital content on ASEAN developments with educators across the ASEAN Member States 3.6 Support the development of co-productions across film, TV and animation sectors 3.7 Facilitate funding mobilisation forums for local creators in developing and disseminating ASEAN-branded digital and broadcast content 3.8 Promote and expand the exposure and distribution of ASEAN creative works across the region and global audience	- Organise ASEAN creative festivals and regional expos with in-person networking and livestreamed sessions to promote collaboration in the creative sector - Facilitate intergovernmental webinars and policy exchanges to share inclusive models and services for persons with disabilities and other marginalised communities - Produce pitch decks, demo reels, and media kits to support local content creators in showcasing ASEAN-branded content to commercial platforms - Host donor mobilisation forums and livestreamed pitch sessions to connect ASEAN content creators with grant-makers, sponsors, and investors

Strategic Goals	Outcome	Suggested Indicators	Key Strategies	Proposed Actions	Indicative Activities
				3.9 Promote inclusive media campaigns and engagements that enhance the strength and contributions across mainstream and digital platforms by persons with disabilities and other groups with limited access to media and information 3.10 Facilitate collaboration between media professionals and educators in ASEAN Member States to enhance their professional competence and knowledge to better cover and disseminate ASEAN stories 3.11 Facilitate existing partnerships for cross-border content exchange to support and upskill media professionals in creating and developing ASEAN content	- Broadcast inclusive awareness campaigns via animated public service announcements, short social videos, and community radio to reduce stigma towards persons with disabilities and other underserved groups - Distribute regular newsletters and push notifications through email and messaging apps to inform educators of ASEAN updates, digital teaching tools, and civic learning events - Organise ASEAN creative festivals and regional expos incorporating livestreamed stage events, virtual booths, and interactive storytelling showcases for creators and audiences - Host online media workshops and journalism roundtables using webinar platforms and downloadable facilitator toolkits to enhance ethical reporting on disability and inclusion

Strategic Goals	Outcome	Suggested Indicators	Key Strategies	Proposed Actions	Indicative Activities
Strategic Goal 4: AI and Digital Transformation	Emerging technologies effectively leveraged to support inclusive digital growth and innovation across ASEAN	Number of operational programmes that integrate AI/ IoT deployment, inclusive digital skills development, and responsible innovation governance across ASEAN Member States	Build an inclusive and ethical ASEAN digital ecosystem by bridging information and media skill gaps, future-proofing media sectors, and promoting responsible tech adoption, leveraging emerging technologies to grow the creative economy and empower communities with untapped economic ability through targeted capacity building	4.1 Design and deliver targeted training to close the digital skills gap for rural and people in vulnerable situations 4.2 Facilitate cross-sector collaboration in the development and deployment of strategies for an inclusive digital solution 4.3 Facilitate policy and industry dialogue on the impacts, challenges and opportunities of AI and emerging technologies on cross media development 4.4 Facilitate collaboration on regional campaigns for ethical use of new technologies in media and content creation, balancing innovation with accountability	- Publish multimedia case studies and explainer videos showcasing how new and emerging technologies such as mobile-based content creation, virtual production, and low-cost digital tools are being used to grow creative industries across ASEAN - Organise community-based digital literacy workshops and livestreamed learning sessions focused on practical media skills, responsible content creation, and online safety - Host public webinars and moderated discussion panels to explore how local broadcasters, newspapers, and community media can embrace digital platforms while retaining public trust and service values

Strategic Goals	Outcome	Suggested Indicators	Key Strategies	Proposed Actions	Indicative Activities
				4.5 Develop best practice sharing programmes in the adoption and use of emerging technology for media 4.6 Strengthen content creation and storytelling capacity to ensure diverse perspectives are represented in the digital space 4.7 Develop programmes for future-proofing traditional and mainstream media 4.8 Develop voluntary standards or certifications to recognise safe, responsible, and high-quality tech applications in the creative sector 4.9 Facilitate discourse and awareness on intellectual property regulation across Member States on emerging technology adaptation	- Produce ASEAN explainer videos, infographics, and policy briefs to raise awareness of responsible innovation, especially in the use of AI, data, and automation in the media space Publish infographics and short videos to raise public and creator awareness on the importance of protecting and monetising ASEAN-generated intellectual property in both digital and traditional media formats - Create short video explainers and briefing papers on intellectual property regulation in the digital era, distributed through ASEAN platforms and media stakeholder networks

Strategic Goals	Outcome	Suggested Indicators	Key Strategies	Proposed Actions	Indicative Activities
				4.10 Align capacity building with broader digital policy to prevent exclusion and promote long-term socio-economic resilience 4.11 Support the digital transformation of mainstream and traditional media through capacity building and innovation funding 4.12 Facilitate policy dialogue to foster trust and online safety without restricting creative experimentation and expression	- Disseminate easy-to-understand policy briefs and explainer videos showing how digital inclusion contributes to long-term resilience - Develop advisory toolkits and media resource packs to help traditional and mainstream media explore strategies for digital adaptation and audience engagement - Deliver targeted digital skills training through mobile-accessible modules, translated video lessons, and facilitator guides for rural media practitioners, women, and people in vulnerable situations

Strategic Goals	Outcome	Suggested Indicators	Key Strategies	Proposed Actions	Indicative Activities
Strategic Goal 5: Partnerships and Cross-Cutting Cooperation	Enhanced regional collaboration to strengthen alignment and information exchange in media and communication	Number of multi-stakeholder information and media initiatives (e.g., task forces, platforms, formal agreements) that demonstrate active inter-governmental, public-private, and/or cross-sectoral collaboration across ASEAN Member States	5. Deepen partnerships across governments, sectors, and stakeholders to align policies, share information, and collaborate on emerging technologies, digital readiness, cybersecurity, information resilience, access to information, and prevention of information exploitation	5.1 Foster collaboration on campaigns for ethical use of new technologies in media and content creation, balancing innovation with accountability 5.2 Collaborate on region-wide agreements/ frameworks to align Member States and Dialogue Partners on media coordination 5.3 Strengthen collaboration in digital information and media literacy campaigns to foster information literacy among ASEAN citizens	- Co-produce a regional podcast series and short-form video campaign in collaboration with creators, technologists, and media regulators to promote the ethical use of AI, automation, and emerging digital tools in content creation - Publish a voluntary ASEAN certification guidebook supported by audiovisual explainer content such as animated walkthroughs and testimonial videos from early adopters to encourage adoption by creative organisations - Develop and distribute policy explainer videos and briefing notes highlighting key features of user protection frameworks and use cases that demonstrate balanced application in the creative ecosystem

Strategic Goals	Outcome	Suggested Indicators	Key Strategies	Proposed Actions	Indicative Activities
				5.4 Facilitate synergy between the information and culture sectors through the ASEAN-COCI platform to implement activities that are designed to communicate with purpose, and to embed intercultural-driven communication strategies and activities 5.5 Facilitate public-private-community partnerships with social media providers in the development of disinformation-tackling strategies 5.6 Facilitate awareness of IoT technologies to enhance training delivery, upskilling, and real-time labour market insight 5.7 Establish a focus group network to support the development of regional-level policies	- Joint initiatives and activities organised between the culture and information sectors where synergies can be harnessed to advance the implementation of the Work Plans of both sectors, such as co-designing narratives for major milestones, mobilising the region's cultural assets to effectively communicate ASEAN stories, translating technical policies or data into culturally resonant stories, and embedding intercultural-driven communication strategies and activities - Earmark a specific allocation within the ASEAN Cultural Fund (ACF) for joint initiatives between the ASEAN-Committee on Culture and Information (ASEAN-COCI) Sub-Committee on Culture and Sub-Committee on Information

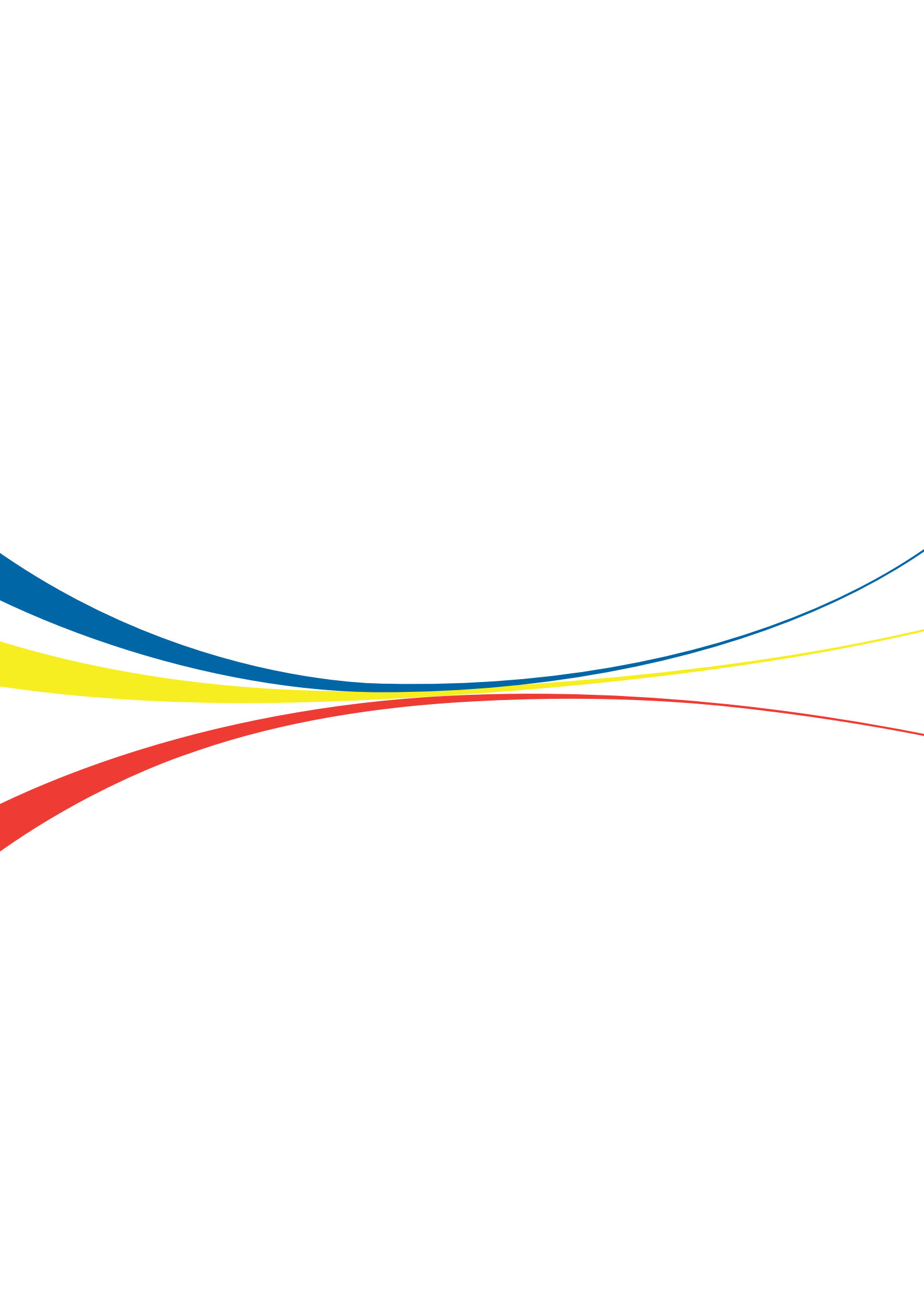
Key Strategies	Proposed Actions	Indicative Activities	Key Strategies	Proposed Actions	Indicative Activities
				5.8 Facilitate regional cooperation to address cross-border threats arising from the misuse of digital technologies 5.9 Develop voluntary standards or certifications to recognise safe, responsible, and high-quality tech applications in the creative sector 5.10 Coordinate cross-sectoral engagement on media-related risks through aligned regulatory approaches among ASEAN Member States 5.11 Develop ASEAN-wide transparency reports outlining misinformation takedowns by social media platforms	- Facilitate regular interface between the ASEAN-COCI Sub-Committee on Culture and Sub-Committee on Information to develop and implement joint activities - Convene high-level livestreamed forums and closed-door roundtables to discuss principles and frameworks for regional media coordination, supported by multilingual summary videos for public transparency - Create a secure voluntary reporting portal and produce trust-building content to support regional information-sharing on disinformation takedowns - Roll out ASEAN-wide digital and media literacy campaigns via short-form social videos, interactive games, and youth-led podcast episodes to boost public understanding

Strategic Goals	Outcome	Suggested Indicators	Key Strategies	Proposed Actions	Indicative Activities
				5.12 Collaborate on optimisation of data-driven tools for regional job placement, career tracking, and personalised skill development	• Host public-private roundtables and co-produce interviews with social media platform representatives to co-develop misinformation response strategies • Develop animated explainer videos and mobile podcast series to raise awareness on the role of IoT technologies in training, reskilling, and real-time labour data insights • Publish workplace innovation case studies and record interview-based podcasts to showcase how IoT supports enforcement and workplace safety



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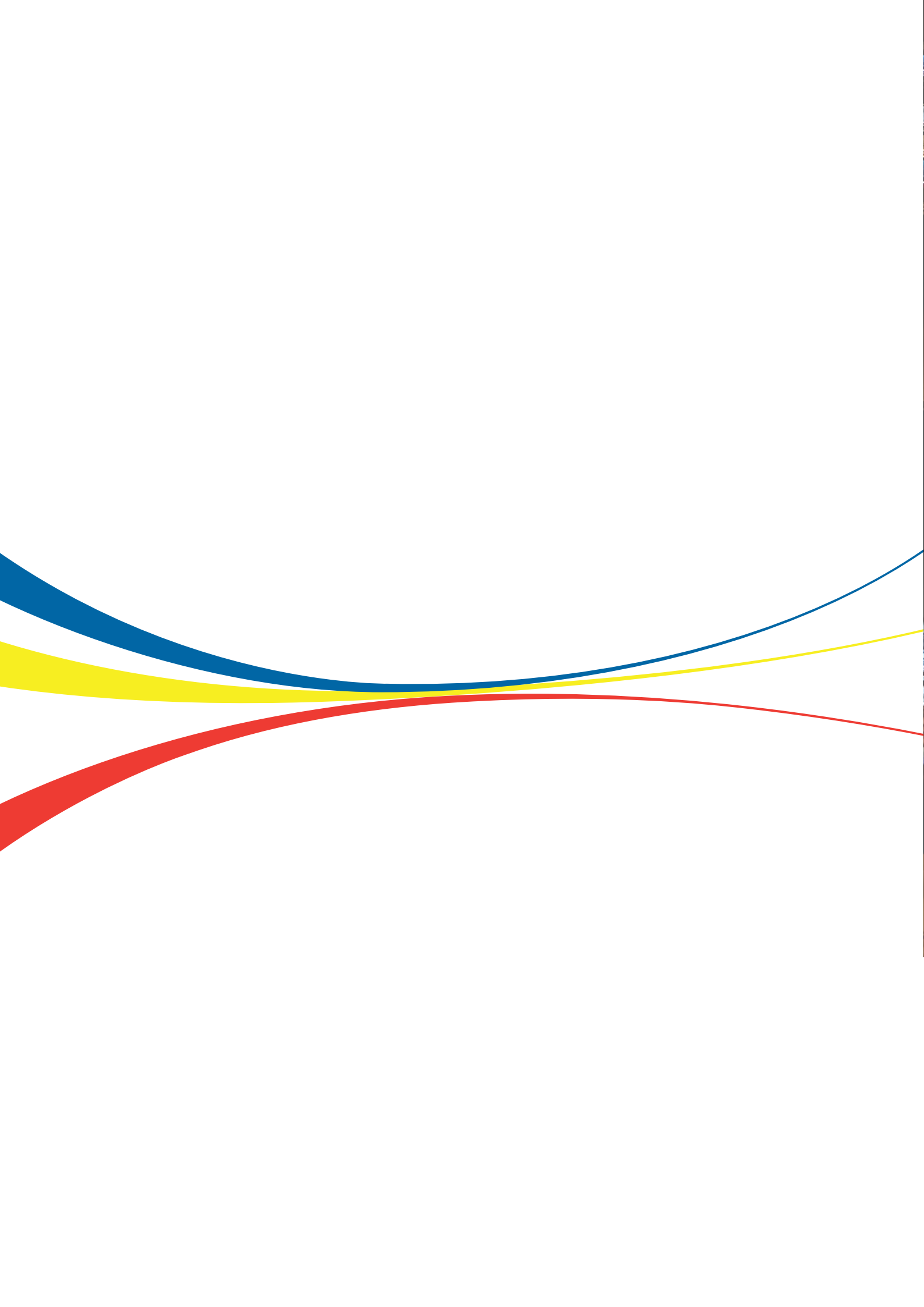
FUNDING ARRANGEMENTS

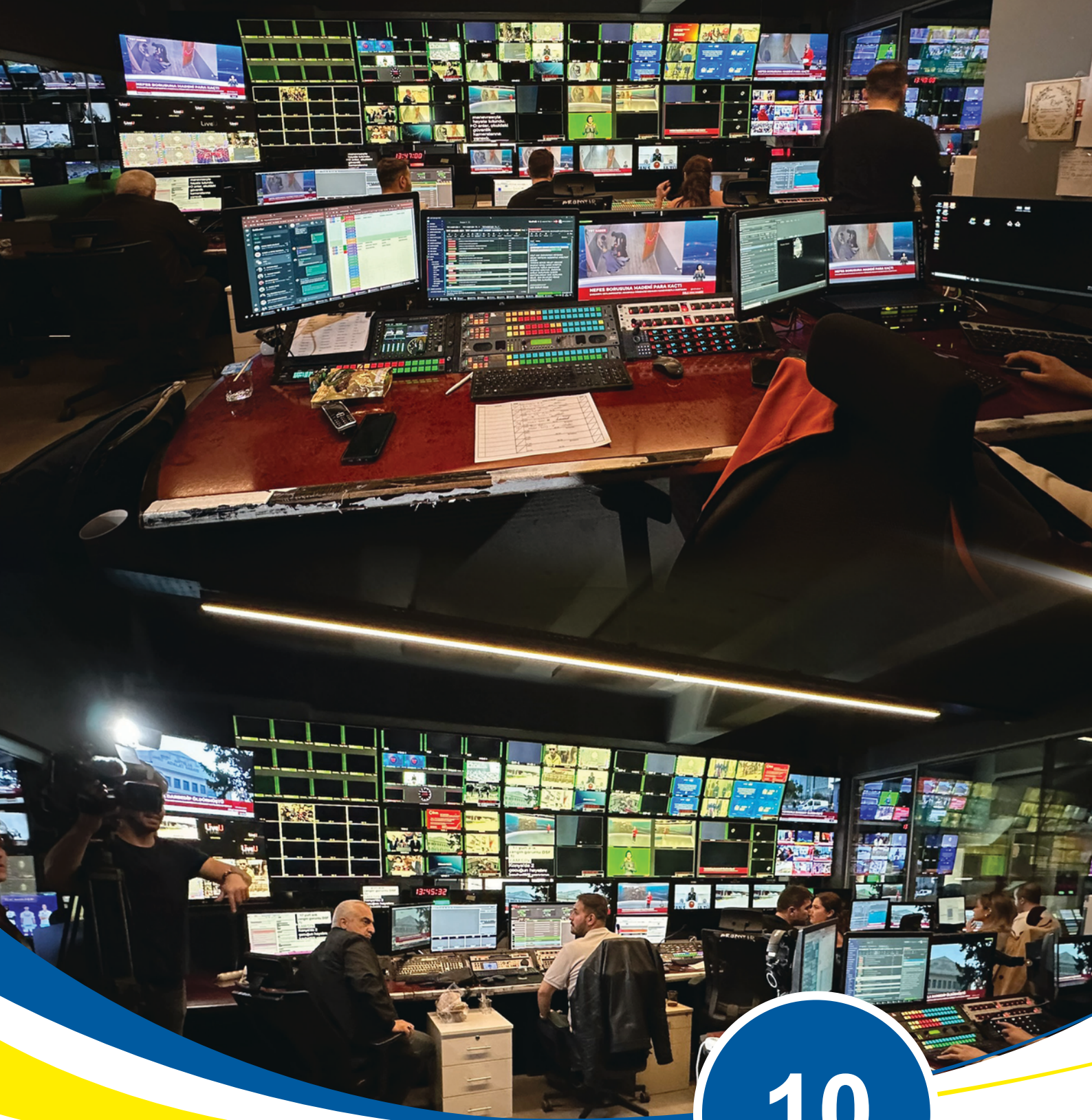


FUNDING ARRANGEMENTS

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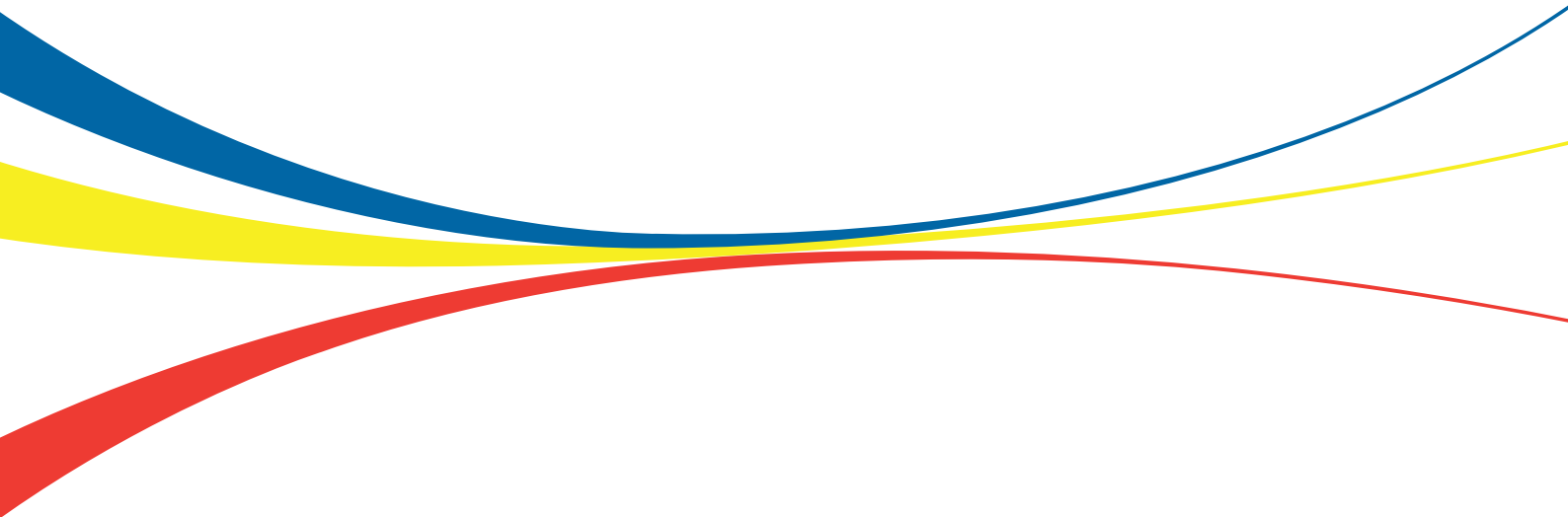
To ensure full participation from all ASEAN Member States and the ASEAN Dialogue Partners, implementing the projects under the *ASEAN Work Plan for Information and Media 2026–2035* can be funded wholly or partially under the existing and new financing sources, which includes but is not limited to the ACF, ASEAN External Partners including Dialogue Partners, International Organisations, ASEAN Member States, and other public or private institutions.





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MONITORING AND EVALUATION



Previous page:
ASEAN journalists visiting the Turkish Radio and Television Corporation (TRT) news studios and
broadcasting areas during a media training programme in April 2025, Ankara, Türkiye

MONITORING AND EVALUATION

The ASEAN Secretariat shall provide a regular report on the progress of this Work Plan.

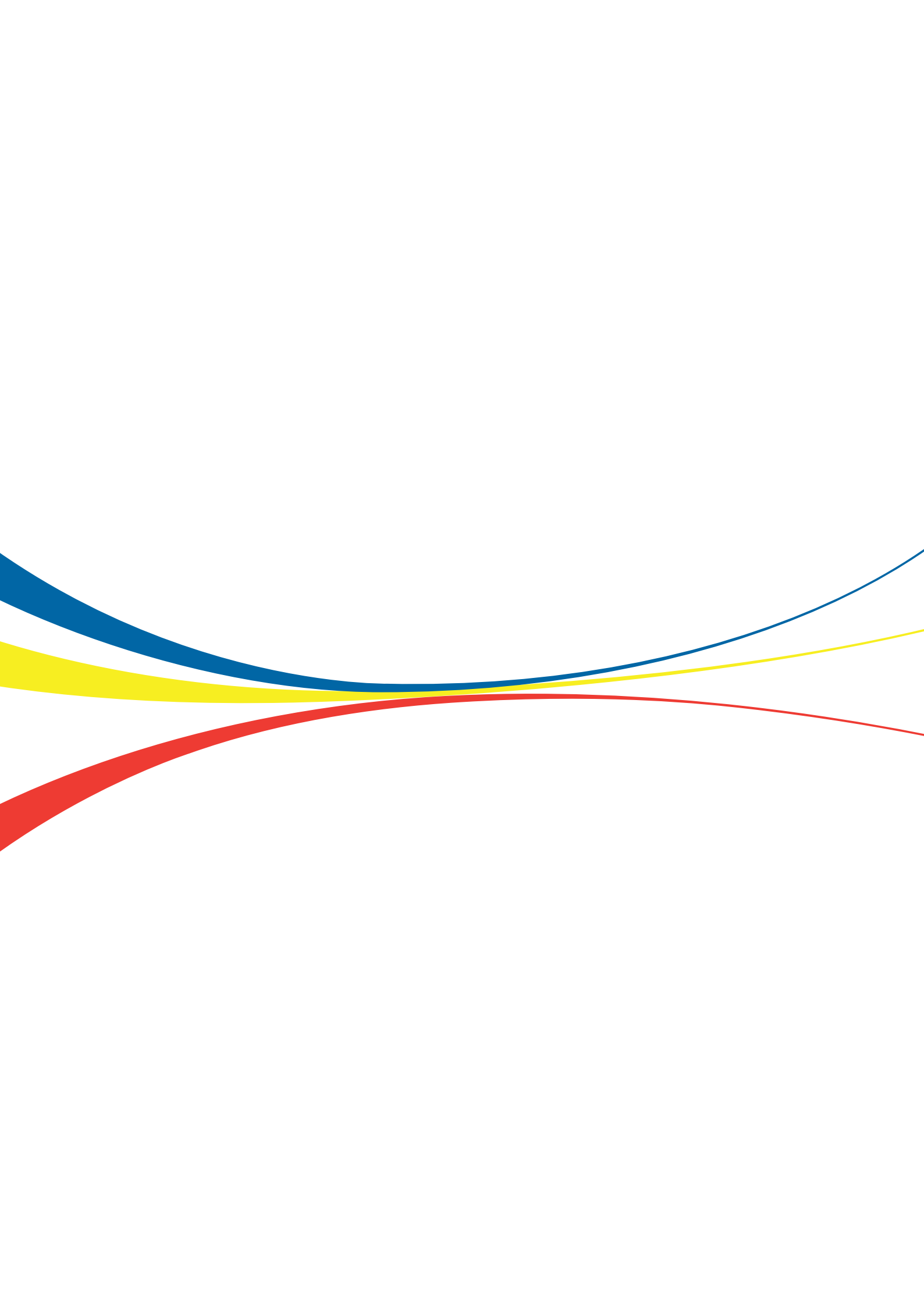
The following concepts may guide the development of a Monitoring and Evaluation Framework for the *ASEAN Work Plan for Information and Media 2026–2035*:

- **Outcome:** Outcomes refer to the identified solution areas to overcome the outlined challenges through the approach employed in the development of this work plan, either through addressing the consequences of the landscape shift or by addressing systemic gaps.
- **Suggested Indicators:** Indicators serve to measure the progression of achievement of each outcome, which are mapped to each programme to inform the impact of each programme in driving consequential change in the landscape.
- **Key Strategies:** Programmes are a set of outlined action areas to serve as mechanisms of collaboration for ASEAN Member States to drive the intended outcomes.
- **Proposed Actions:** Indicative actions are more refined scopes of involvement for ASEAN Member States to facilitate, employ or tailor to specific regions to address pertinent challenges and drive regional impact.
- **Indicative Activities:** Indicative activities can be developed with a multi-year horizon and multi-programmatic/component activities in mind, where each indicative activity can be assessed over a period before succeeding activities are conducted to evaluate the efficacy and impact. It is highly encouraged that indicative activities to implement the key strategies and proposed actions are considered using a multi-year and multi-component modality.

The volatile and uncertain nature of the information and media landscape requires greater agility in implementing any work plan to address unanticipated challenges and maintain the relevance of outlined targets, programmes, and initiatives.

Along with the mid-term review to be conducted in 2031, a series of triennial evaluations covering the periods of 2026-2029, 2029-2031, and 2031-2033 will be conducted to monitor progress, evaluate outcomes, and assess the impact of achieving the work plan.

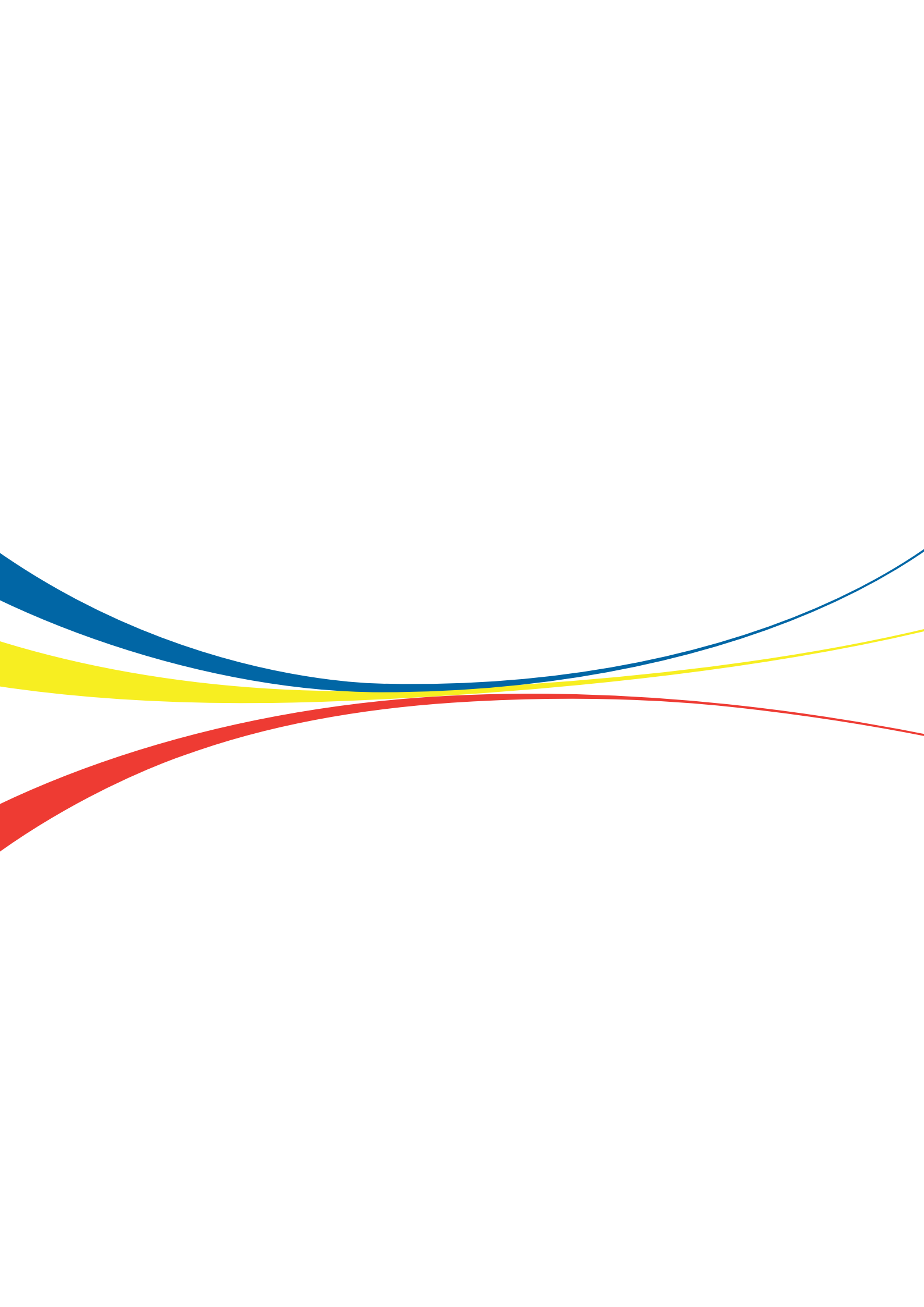
A recursive review of the landscape and implementation status is supported through a systematic collection of data, qualitative and quantitative evaluation, and implementation indicators to assess the impacts of programmes and policies stemming from the collaborative efforts outlined in this document. The execution of monitoring will be supported at both regional and sectoral levels.





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AMENDMENTS



AMENDMENTS

The *ASEAN Work Plan for Information and Media 2026–2035* may be amended when necessary and as agreed by the ASEAN Ministers Responsible for Information (AMRI).

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