

AI impacts communication

DigiAsia was held recently in Taipei, and was combined with 'Meet Taipei' the largest forum and startup exhibition with around 70 thousand attendees from Taiwan and abroad, said a statement.

The event was an 'Asian AI Summit'. Thirty leading speakers from all over the world shared their observations on AI's impact on creative, media, technology and the future.

Launched in 2014, DigiAsia is one of the most iconic digital congresses in Asia, held biannually by the Taipei Association of Advertising Agencies (TAAA) under the auspices of the Asian Federation of Advertising Associations (AFAA).

The theme of 2018 DigiAsia was 'Experience AI', where the four topics of 'AI x Industry', 'AI x Media', 'AI x Technology' and 'AI x Creativity' was explored in depth.

"We have made significant changes in the format

Asian advertising summit in Taipei attracts 70,000

and content this year by joining hands with Meet Taipei", said Raymond So, Chairman, Asian Federation of Advertising Associations.

He added, "The theme of DigiAsia2018 is Artificial Intelligence and its going to explore the impact of AI on Communication, Creative and the Industry; the impact which will change the landscape of our business and our future."

He also stated, "AI technology will be utilised in all aspects of our life in the coming thirty years and it advances so quickly that nobody can ignore it."

If communication professionals do not understand and follow these new technology and applications, we will all be excluded in the future".

One of the key objec-

tives of The Asian Federation Advertising Associations (AFAA) is to provide a platform and forum for Asian professionals to work together in the advancement of the industry.

AFAA will continue to make DigiAsia the best platform for Asian Digital communication professionals. The Asia Pacific region, while sharing similar perspectives on various industry issues, is heterogeneous in many ways.

Over the last 35 years, AFAA has played a key role in bringing about a greater understanding and appreciation among advertising, marketing and media professionals of both the commonalities and the differences among Asia Pacific nations, the statement added.