



Bennett & Coleman

THE TIMES OF INDIA

PROGRESS • HARMONY • DEVELOPMENT

PHD

CHAMBER OF COMMERCE AND INDUSTRY
ESTD. 1905

PHDCCI's 2ND MEDIA SUMMIT

NAVIGATING TRUST

TECHNOLOGY AND TRUTH



27 August 2026



PHD House, New Delhi



MEDIA: — THE — CREDIBILITY QUESTION

BACKGROUND

The PHD Chamber of Commerce and Industry (PHDCCI), established in 1905, is a proactive and dynamic multi-state apex organization working at the grassroots level with strong national and international linkages. The Chamber acts as a catalyst in the promotion of industry, trade and entrepreneurship, serving as the 'Voice of Industry' and representing the interests of over 1,50,000 large, medium and small enterprises across the country.

The Media and Communications Committee of PHDCCI has been pivotal in showcasing role models of excellence and finding new ways to enable media's participation in the development of the country.



In September 2023, PHDCCI successfully organised the inaugural Media Summit on the theme 'Rising Indian Language Newspapers & the Tech-Tide'. This maiden event witnessed participation of leaders from regional media houses as well as leading national dailies. There were discussions on the evolving news landscape amidst digital transformation; on the resurgence of Indian language newspapers, the pivotal role of editorial content in audience engagement, advertising strategies, freedom of speech and the technological advancements shaping news dissemination.

Building on the success of the inaugural edition, PHDCCI is organising the **2nd Media Summit** with the theme '**Navigating Trust, Tech and Truth**'. The Summit will delve into critical topics aimed at enhancing understanding and collaboration within the media industry.

As Artificial Intelligence rapidly transforms the creation, distribution and consumption of information, media institutions are navigating unprecedented opportunities alongside complex ethical and operational challenges. The proliferation of AI-generated content, algorithm-driven news feeds, social media platforms and changing audience behaviour has fundamentally altered the information landscape, making trust, transparency and responsible journalism more important than ever.

Bringing together some of the most influential voices from media, government and technology, the Summit seeks to create meaningful conversations that contribute to a resilient, responsible and future-ready media ecosystem for India.



KEY OBJECTIVES

- Provide a common platform for policymakers, media leaders, journalists, technology companies, academia and communication professionals to deliberate on the future of media.
- Examine the impact of Artificial Intelligence, emerging technologies and digital platforms on journalism, content creation and audience engagement.
- Explore strategies to strengthen media credibility, editorial integrity, transparency and public trust.
- Discuss the opportunities and challenges posed by misinformation, social media and the evolving digital information ecosystem.
- Foster collaboration and knowledge sharing among media organisations, technology companies, policymakers and industry stakeholders.
- Highlight emerging trends, best practices and innovations shaping the future of journalism and media.
- Develop actionable insights and recommendations for building a resilient, responsible and future-ready media ecosystem.

WHO SHOULD ATTEND

- Government Officials and Policymakers
- Editors-in-Chief
- Media Owners, Publishers and Broadcasters
- Print, Television and Digital Journalists
- News Editors and Editorial Leaders
- Representatives from Big Tech and AI companies
- Digital Content Creators and Influencers
- Digital News Platforms and OTT Media
- Technology Aggregators
- Public Policy Experts and Think Tanks
- Corporate Communications Leaders
- Public Relations Professionals
- Advertising and Media Buying Agencies
- Media Researchers, Think Tanks and Academicians
- Journalism and Media Education Institutions
- Business Leaders and Industry Associations
- Students and Young Media Professionals

FEATURED SESSIONS

- ➔ The Battle for Facts – Theme Setting Session
- ➔ Media: The Credibility Question
- ➔ The State and the Fourth Estate: Relationship between Government and Media
- ➔ Freedom of Speech in the Age of Social Media
- ➔ Human Intelligence Shaping Advertising in the Age of AI
- ➔ The Path Ahead: Strengthening the Fabric of Truth in a Digital India



HIGHLIGHTS

- Enhanced understanding of emerging trends shaping the future of media
- Recommendations for responsible integration of AI into media ecosystems
- Collaboration between media, technology companies and policymakers
- Insights on strengthening public trust, transparency and credibility
- Best practices for audience engagement and content innovation
- Dialogue on freedom of speech and responsible communication
- A roadmap for building a resilient and future-ready media landscape



Glimpses of Previous Edition



For further information, please contact the undersigned:

Sulagna Ghosh, Secretary, PHDCCI

(M) 8800339112 | (E) sulagna.ghosh@phdcci.in

Ishita Gupta, Executive Officer, PHDCCI

(M) 9625723053 | (E) ishita.gupta@phdcci.in

PHD CHAMBER OF COMMERCE AND INDUSTRY

PHD House, 4/2 Siri Institutional Area, August Kranti Marg, New Delhi 110016 | Web: www.phdcci.in