Meltwater Summit ON TOUR Asia



Meltwater Summit on Tour: Asia 2026

At Meltwater Summit on Tour: Asia, more than 340 marketing, communications and insights leaders came together to explore how the landscape is changing across the region.

From mass media to social, smartphones and now AI, each technological shift has changed how people discover information, decide what to trust and form an opinion of a brand. Today, teams are navigating more signals, more voices and a faster pace of change than ever before.

The opportunity goes beyond simply keeping up. It is to turn that complexity into clearer intelligence, better decisions and measurable impact.

Across the day, six ideas stood out.

1. The multi-voice landscape in Asia

Asia's media landscape now spans news, creators, social platforms, communities, search and AI, each with its own market behaviours and cultural nuances. Whether engaging communities, activating employee advocates or maintaining consistency across markets, brands need a connected view of the conversations shaping how they are understood.

2. Attention can still be earned

In an increasingly complex platform landscape, attention has not disappeared, but audiences have higher expectations of what deserves it. The brands that break through understand the context, emotion and relevance behind a message, creating experiences people choose to engage with and remember.

3. The age of intelligence

AI has made more data available than ever, but more data does not automatically create better decisions. The next advantage comes from connecting signals across media, social, visual and business data, then bringing the right context into the moments and workflows where teams need to act, moving intelligence beyond monitoring what happened to shaping what happens next.

4. Intelligence should work where teams work

Intelligence creates more value when it is available in the flow of work. Through Meltwater MCP, teams can bring Meltwater insights into the AI tools they already use, combine them with their own business context and third-party data, and turn questions into tailored answers, dashboards and actions faster. The aim is to give teams the context they need to make better decisions in the moment.

5. Data-driven communications creates impact

The most effective communications teams start with the business question, not the data available. They use intelligence to understand audiences, identify where their brand can credibly stand out and turn insight into measurable action. Being data-driven is not about having the most data, but making better decisions and proving their impact.

6. Brand visibility is more than presence

As discovery shifts into generative AI, appearing in an answer is only the starting point. Brands need to understand how prominently and accurately they are represented, and which sources shape that representation. Your website is only one part of the story: earned media, social content and expert voices all matter, making GEO an always-on strategy of testing, learning and adapting.

Thank you to everyone who joined us at Summit on Tour: Asia.
The conversation does not end here, and neither does the opportunity to turn intelligence into action.