



Programme

29 June 2020

08:00	Registration	
08:45	Opening Remarks by host	
08:50	Welcome Address Louis Boswell, CEO, AVIA	
09:00	Introductory Remarks Radha Raman, Head of Marketing, Asia, Brightcove, Co-chair, AVIA OTT Group	
09:10	Global Perspective – Streaming Video’s Future Path The pace of change for OTT video globally is rapid and new trends are emerging. This opening presentation evaluates market drivers, catalysts and challenges with analysis of how streaming video is evolving across global markets today, where it may be heading in the future and how will this global trend have an impact on Asia? Anthony Dobson, MD, AMPD Research	
09:30	Industry Leaders Setting the Stage for 2020 Nearly a decade after the adoption of digital technology, media conglomerates are seeking to build direct relationships between their brands and consumers, in some cases using their own pipes to deliver their content to consumer devices. In this opening session, industry leaders will present the biggest issues and top trends you need to leverage now and into next year. From adopting of their D2C strategies to Asia Pacific, monetization, game-changing innovation and what’s next beyond video, this conversation will set the stage for the rest of your OTT experience. <u>Panellists:</u> Simon Robinson, MD, Discovery Asia Pacific & Chief Financial Officer, Discovery International Helen Sou, Chief Business Officer – Asia, Digital Media, PCCW Media Group Clément Schwebig, MD, WarnerMedia Entertainment Networks, Southeast Asia, Pacific and China <i>With Louis Boswell, CEO, AVIA</i>	
10:00	Presenting Sponsor: Topic to be confirmed Greg Armshaw, Head of Media, Brightcove	
10:20	Coffee Break	
10:40	Telcos Talk: Beyond the Dumb Pipes Telecom operators are forced to spend thousands or millions of dollars to upgrade their bandwidth and network infrastructure, with no certainty that customers will pay for it. One strategy is to continually develop new services which video is vitally important for the future of operators. Operators have a big opportunity, but how can they make money out	



	<p>of this traffic? Are they getting value from these video services? Is it a more difficult game to play? Are they doubling up or down on their investments in video?</p> <p><u>Panellists:</u> Emily Wee, CEO, TM Net</p> <p><i>With</i> Monty Ghai, Founder and CEO, Brandwith</p>	
11:10	<p>Addressing Billing & Payment Challenges in Asia The shift to subscriptions is happening across all industries, but nowhere is it happening faster than in the video industry. Today's consumers have new expectations and preferences on how they want to purchase and take advantage of video products and services. We explore how companies are addressing these new expectations of consumers. What are their growth strategies? How do they price, bill, collect fast cash, reduce churn and leverage on metrics to make swift decisions?</p> <p><i>10min presentation by</i> Filippo Giachi, MD for Asia Pacific, Docomo Digital</p> <p>Followed by a panel discussion</p> <p><u>Panellists:</u> Filippo Giachi, MD for Asia Pacific, Docomo Digital Varun Mehta, Country Head, Viu Indonesia</p>	
11:50	<p>Case Study of 2019 Rugby World Cup: The Direct-to-Consumer (D2C) Business Model In 2019, beIN signed a deal to broadcast the year's Rugby World Cup across nine Asian nations exclusively, where all 48 matches from the tournament will be seen on beIN Asia Pacific's new channel and also be live streamed on the broadcaster's OTT platform. In this session, we will find out why the push to D2C, how is the new strategy working and what are the pros and cons of a D2C business model vs the pay-TV operator route?</p> <p>Mike Kerr, MD, Asia, beIN Asia Pacific</p> <p><i>With</i> James Miner, CEO, MinerLabs & Video Assure</p>	
12:10	Lunch	
13:10	<p>Going D2C: The Challenges and Opportunities of Media Entities As direct-to-consumer (D2C) subscription streaming products gain favor with many consumers especially sports fans, brands are quickly branching out to OTT. Many D2C brands are now looking for ways to continue that blazing fast growth by reaching new audiences, especially in places where they still do not have a major presence. Leaders from a few of these key organizations dissect their technological strategies and offer a peek into what makes their world so unique.</p> <p><u>Panellists:</u> Christian Toksvig, Head of OTT, Astro Senior representative, Eros Now Tai Morshed, VP, Digital Partnerships, ONE Championship</p> <p><i>With</i> Unmish Parthasarathi, Founder, Picture Board Partners</p>	



<p>13:40</p>	<p>In Conversation: The Twitch Roadmap – The Future of Advertising</p> <p>The multi-million viewer-per-day platform is by far the most prominent online location for live streamers to share their screens and stories at no cost to the viewer. Consumers, mainly the millennials want a more meaningful experience and to be engage, thus they are willing to embrace ads as part of the experience. In this fireside chat, we explore how the streaming platform may play a key role in its digital video advertising business. Could it become Amazon’s YouTube? What other content are they expanding other than gaming to further improve the value of advertisements on their platforms?</p> <p>Steve Ford, VP of Sales APAC, Twitch</p> <p><i>With</i> Greg Armshaw, Head of Media, Brightcove</p>	
<p>14:00</p>	<p>Capturing more VOD Advertising Revenue</p> <p>In this session, we explore if the AVOD business model is where the real money is. What does the industry need to do to get onto the media plans of marketers today? What is the role of OTT within the modern media plan – what does it do differently from other channels, how can it complement a media plan?</p> <p><u>Panellists:</u> Vishal Dembla, Chief Commercial Officer, HOOQ Gavin Buxton, MD Asia, SpotX Varun Mehta, Country Head, Viu Indonesia</p> <p><i>With</i> Joe Nguyen, Consultant, AVIA</p>	
<p>14:30</p>	<p>Buy Side Talk: What does the Future of the Video Buy Look Like?</p> <p>As the digital landscape continues to fragment, advertisers are looking for more ways to reach customers with one-to-one messaging that drives a lasting impact. The dramatic shift to digital is spurring a new wave of investment in OTT and TV advertising. In this session, we hear from the buy side how will the shift towards OTT change their buying strategies? How is this set to change in 2020? Measurement standard: how do buyers maximize revenues and drive measurable business outcomes? What are some of the best buying practices? Looking ahead: What is the big picture?</p> <p><u>Panelists:</u> Laura Quigley, MD, Southeast Asia, Integral Ad Science Matt Harty, SVP of Asia Pacific, Trade Desk</p> <p><i>With</i> Senior representative, PubMatic</p>	
<p>15:00</p>	<p>Cross Industry Innovation: The Way They Engage with Consumers</p> <p>Consumers call the shots. That is the reality of the digital economy. Engaging with consumers in new ways while also re-engineering the businesses around rapidly changing needs, attitudes and behaviors are essential in today’s world. In this discussion, we hear experiences from experts on their customer engagement strategies, how are they enhancing customer experience, foster brand growth and loyalty.</p> <p><u>Panellists:</u> Darrell Nelson, Chief Digital Officer, APAC, Havas Group</p>	



	<p>Vinitra Chaudhuri, ASEAN Director - Connections Planning, Media and Digital Engagements, The Coca-Cola Company Aaron Pearce, MD APAC, Virtue</p> <p><i>With</i> Sunil Yadav, Founder & Managing Director, Pixels2People.co</p>	
15:30	<p>Winning Back Subscribers: Coping with Churn in OTT As the video streaming market becomes fragmented, OTT providers are increasingly focused on keeping their subscribers and acquiring new customer. This panel explores the factors driving OTT subscription service uptake, duration, and churn. Panelists share insights on the incentives and best practices that can help best retain customers and acquire new costumers.</p> <p><u>Panellists:</u> Sushant Sharma, VP APAC, Conviva Greeny Dewayanti, CEO, Genflix Anil Nihalani, Head of Digital Products & Technology, Mediacorp Jay Ganesan, SVP & Regional Head, APAC, MediaKind</p>	
16:05	<p>The Future Smart TV Proposition for the Home With more than 1 million device activations every two months and video apps in the Android Play Store, Android TV can no longer be ignored. How will this landscape develop over the next 2 years in Asia? How can Android TV impact the pay TV market? How can Telcos, content providers and technology companies streamline the user experience for consumers and deliver apps and games? What security challenges do Android presents?</p> <p><u>Panellists:</u> Mark Seidenfeld, Head of Android TV, APAC, Google Michael Fleshman, CTO, HOOQ Mustafa Kapasi, Chief Commercial Officer, M1 Keith Huang, VP of Pay OTT, PCCW Media</p> <p><i>With</i> Virat Patel, MD, Pioneer Consulting Asia</p>	
16:35	<p>#genztalk: How Gen Z is Watching Video Right Now Gen Z is a video-first generation – the generation that never knew about cable and are likely to be “cord-nevers”. They watch video in a completely different way than older generations and they pose interesting challenges for content providers. It is imperative that we reach them on their terms. In this session, we explore the type of content they want, the type of formats that speak to them, what devices and platforms they prefer and how they would want to be engaged?</p> <p><i>With</i> Shad Hashmi, SVP, Digital Services Global Distribution, BBC Studios, Co-chair AVIA OTT Group</p>	
17:00	<p>Closing Remarks</p> <p>Shad Hashmi, SVP, Digital Services Global Distribution, BBC Studios, Co-chair AVIA OTT Group <i>With</i> Alexandre Muller, MD, APAC, TV5MONDE, AVIA Board Member Responsible for OTT</p>	



17:10 – 19:30	OTT Summit Cocktail	
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Please email adela@avia.org / victor@avia.org
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More Happening on 30 June

OTT Technology Showcase

The Tech Ecosystem Behind Video Streaming

Time: 0900 – 1300

To RSVP, please email may@asiavia.org

OTT Anti-Piracy Symposium

Unveiling New Solutions to Combat Streaming Piracy

Time: 1400 – 1700

Separate registration is required

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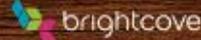
The Future of Video Streaming

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