

Preliminary Programme

Day 1: 29 March 2021, Monday

VIDEO STREAMING – THE CHANGING FACE OF BUSINESS MODELS <i>Streaming video services have grown rapidly over the last six years, and with billions invested already, there is little sign of this slowing down. With a year of COVID lockdowns behind us, is 2021 a seminal year for the industry? New services are launching, new relationships are being forged between telcos and VOD platforms, and there is not yet a consensus on how to go to market. We want to know how the tides are changing as more players enter the field and how best to scale a streaming business as competition heats up.</i>	
09:30	Opening Remarks
09:40	Pulling the Future Forward: What Video Trends are we Seeing Post COVID-19? <i>We look at the different perspectives and the impact on the rest of the world in the coming year should the pandemic continue or when the economy starts to recover. Under such unprecedented circumstances, will we see profits continue to rise or will they fall once countries lift lockdowns and ease movement restrictions? How is the advertising market responding and what sustained changes might result from this crisis?</i>
10:00	The Aggregator Telco View: What Does the Streaming Carriage Deal Look Like Today? <i>What is the symbiotic relationship between a telco operator and a streaming partner today? What role does video play in telco strategies moving forward? With so much fragmentation in the OTT market, will telco operators play the role of content aggregator? And do they even want to? How does each carriage deal differ – does size (and scale) matter?</i>
10:30	The Content Provider View: What Does the Streaming Carriage Deal Look Like Today? <i>This session turns the tables to see life from the viewpoint of the content providers. What does a content partnership mean? Is there a better understanding now of how a telco partnership should work? Are they still going D2C or with telcos or both – what will make the most sense and how do any of these decisions impact revenue?</i>
11:00	Moving to an OTT/D2C Business: What's the Go-to-Market (GTM) Strategy for Content Providers? <i>We look at experiences shared by streaming providers on what the best way is to find the ideal GTM strategy within a short period of time when starting an OTT service, and how a service could best reach their targeted customers and achieve competitive advantage.</i>
11:50	Content Commerce <i>When consumers compare streaming services from different platform providers, competing on pricing alone isn't feasible for most businesses in today's world. How can businesses now gain a competitive advantage in digital by providing a seamless customer journey? How does one create a value proposition behind the concept of content commerce? How do you incorporate shopping into the viewers' experience and create branded content in a measurable way?</i>
12:20	End of Day 1

Day 2: 30 March 2021, Tuesday

CONTENT AND MONETISATION

Any streaming service is only as good as its library so getting the content right is paramount. But the balance between investing and monetising has never been more challenging. Big bets are being made on SVOD and AVOD services, and there are causes for optimism and caution for each. Do different content propositions lend themselves to different monetisation models? And what can we learn from the world of gaming?

09:30	Opening Remarks
09:40	<p>Rethinking Your Content Strategy for 2021 and Beyond</p> <p><i>Capturing and engaging audiences with original content is a challenge. Consumers consistently demand new content, but fresh new original programming is expensive. What's the plan for OTT content in the new year – both local and regional? How does one create a continued content development plan that fits within the subscriber pricing strategy? How does the current situation influence future content consumption habits of consumers – what are you planning to put into your content library?</i></p>
10:30	<p>In Conversation: The Role of Chinese Services and Content</p> <p><i>China is one of the fastest changing and most dynamic media markets in the world. An international content owner and a rising Chinese online entertainment platform have announced a strategic cooperation agreement in Oct 2020 to increase commissioning of new content and to jointly develop IP for the Chinese market. What's next for this distinctive and highly scalable market? How is the new strategy and partnership working out? How are these initiatives taking shape as sustainable businesses worldwide, and what insights can we take from this deal?</i></p>
10:50	<p>AVOD, SVOD, Freemium: How has the Experiment Been?</p> <p><i>The great debate over subscription versus ad-funded versus hybrid continues among streaming services. There are quite a lot of experiments going on and the industry is still yet to agree on what is the right mix. SVOD faces its own challenges – most notably, the concept of subscription fatigue. Does a freemium proposition represent the best of both worlds in Asia? Is aggregation the way forward? For SVOD services, will the measurement for subscriber growth be harder to quantify because of free trial offers such as those from the launch of streaming giants? China has successfully grown their SVOD services, what can we learn from them?</i></p>
11:20	<p>Performance Based Content and Distribution – Maximising Monetisation Opportunities</p> <p><i>Back in the day, the only logical way to pay for buying content rights was to negotiate a flat fee. But that was before the world of digital tools, where performance based on number of views was easily measurable. We look at where the global trend of performance driven content and distribution model is at, why it is important and how it can provide the fuel for effective content and monetization solutions.</i></p>
11:40	<p>Revenue Opportunities in Video Gaming for Telco and Content Providers</p> <p><i>In Southeast Asia, gaming is gaining tremendous momentum from the rapid growth of mobile and Internet users. It was projected the number of PC online and mobile gamers in Southeast Asia alone will reach 476 million by 2023, generating an expected revenue of US\$8.3 billion. Content owners and telcos are seeing a way forward for gaming by betting on subscription services. We look at what the pillars of gaming can offer as IP and what the opportunities are for content owners and telcos to leverage on gaming.</i></p>
12:10	<p>Rethinking Your Monetization and Distribution Strategy</p> <p><i>Today's consumers do not spend all of their time or invest all of their resources on a single device or a streaming platform, including social media. How does one deal with monetisation across all of these platforms? How effective is it to host content within social media-based video platforms and can one even achieve breakeven?</i></p>
12:40	End of Day 2



Day 3: 31 March 2021, Wednesday

PREMIUM VIDEO ADVERTISING

2020 was a tough year for the advertising markets but expectations are that there will be a strong recovery in Asia. Will this come in 2021? And as budgets continue to be moved from linear to digital, do advertisers understand the opportunity of premium video in the streaming era? Or with the rush to data, have we lost a level of sophistication?

09:30	Opening Remarks
09:35	<p>Advertising Market Overview: Shifting of Ad Spend in 2021-2022</p> <p><i>In 2021, it was forecasted that Asia Pacific, with its successful containment of COVID-19 and not as advanced ad economy, will bounce back quickly. Are we expecting the shift in budgets from linear to digital to kick into high gear in 2021? Are we seeing more viewers in APAC watching free content with ads over a paid ad-free service? What other trends are we expecting for TV and video in the coming year?</i></p>
09:50	<p>Inside Peek Into the Buy Side's Media Plans</p> <p><i>In this session with key buy side leaders, we discuss what is the biggest bugbear when it comes to TV and OTT advertising. How are brands looking at their TV and OTT buying strategy? What are advertisers' views on CTV buying? What could publishers, broadcasters and pay TV companies do to compete more effectively with the large social platforms?</i></p>
10:30	<p>OTT / CTV Advertising: Will it be the Breakout Star of 2021?</p> <p><i>Is CTV advertising market likely to mature in 2021? What are the key barriers to considering an increased investment in CTV? Predictions were made that there will be major ad revenue growth for CTV publishers, but where will these budgets come from? Currently, CTV has no universal "measurement currency," how will this impact investment in CTV advertising?</i></p>
11:10	<p>The Future of Identity and Addressability in CTV and Mobile Apps</p> <p><i>The advertising industry faces an upheaval ahead, with a future without traditional identifiers. While the "cookie-apocalypse" has been a major point of discussion in our industry when discussing browser-based environments, the CTV and Mobile App worlds do not run on cookies. How should advertisers and publishers prepare to meet the challenges these dynamics create? What identity mechanisms can publishers employ for CTV and mobile app platforms today, and how can they improve inventory monetization while paving the way for a cookie-less future?</i></p>
11:50	<p>Viewability: Making it Count</p> <p><i>It's been six years since Comscore shocked the advertising world by releasing a report, based on research from thousands of global campaigns, revealing that 54% of display ads were never viewed. Video is red hot these days but how can one make sure that your ad has a prayer of a chance of being noticed? Why has viewability only been adopted for video and not TV? Does ad viewability always equal views and if so, do we have the tools to accurately and fairly measure viewability?</i></p>
12:20	End of Day 3

Day 4: 1 April 2021, Thursday

INVESTING IN TECHNOLOGY

Content is king, but technology is queen. The content has to be great, but so does the customer experience. And that is not easy and it is not cheap. We explore how you pull together all the necessary pieces required to deliver a world class experience for consumers and how you harness technology rather than letting it hinder you.

09:30	Opening Remarks
09:40	How is Technology Shaping the Future of Streaming Services? <i>Technological disruptions have always had a deep and pervasive influence on the media and entertainment (M&E) industry, and it will continue to shape and disrupt the industry. We look at how technological advances are driving convergence in M&E companies, how it alters business practices, and with the monumental changes in the video industry, where do we go from here.</i>
10:10	Retention, Seasonal Subscriber Strategies, Billing and Winback <i>It's no secret that with all of the competition, churn rates are rising, as users are "cycling" through various services throughout the year. How can disengaged subscribers be lured back to your service with the right targeted message? How can you best treat subscribers that tune in for seasonal viewing cycles? How effective is giving users an option to "pause" instead of cancel? And what types of engagement and pricing strategies exist to get lost subscribers to reengage?</i>
10:40	Role Transition for Cloud Vendors in Video Streaming <i>OTT streaming has redefined the media content consumption landscape. Cloud vendors have significantly contributed to this exponential growth by providing core cloud-native delivery infrastructure to OTT players at lower costs. The role of cloud vendors has shifted from infrastructure providers to prime drivers of technology for the OTT industry – so much so that they now lead media technology altogether. It will be interesting to see how the market shapes up in the next 12-18 months, as more content and production houses start setting up their own OTT platforms. How can cloud vendors play a key role in this space while streaming providers make the battle of viewer acquisition and retention fiercer?</i>
11:10	Beyond the Content: Driving Engagement Through UX <i>Content is king and is the primary gravitational pull that attracts users to a video platform. But once consumers are in orbit, it is crucial that the user experience keeps them there by making it as simple and painless to find the content they want. How can search and discovery be more intuitive without sacrificing functionality? How can discovery now be at an aggregate level? What is needed to make recommendations more relevant? How close is the industry to giving consumers seamless cross-platform, multi-screen navigation?</i>
11:40	Tech Leaders Closing Viewpoints: It's Not All About Content - How can Investment in Technology Improve Profitability? <i>It can be tempting to cut technology spending to make the numbers look better. However, this can be counterproductive. We look at how an organisation could view technology as an investment that can improve one business's profitability in the long run. What types of technology are available to help achieve this goal and how can one get started with planning for the next technology investment?</i>
12:10	End of OTT Summit

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