



**PROGRAMME**

**31 MARCH 2022**

14:00	<p><b>Welcome Address</b>  <b>Louis Boswell, CEO, AVIA</b></p>
14:05	<p><b>APAC Piracy Landscape</b>  <i>An overview of piracy across the APAC region, reviewing the activities and initiatives undertaken throughout 2021, as well as outlining the strategy for 2022.</i></p> <p><b>Matt Cheetham, GM, AVIA Coalition Against Piracy (CAP)</b></p>
14:20	<p><b>Cost of Piracy</b>  <i>Piracy is not a victimless crime but has real social and economic costs. Historically piracy impacts creativity, jobs, country creative industry development and prosperity, taxes and creates an underground economy. AVIA is currently working with PwC to evaluate the impact of piracy in Asia Pacific. In this session we will discuss observations on both existing legitimate market sizes and the incidence of piracy, and what this could mean for the industry if local governments do not assist to deter piracy.</i></p> <p><b>Oliver Wilkinson, Partner, Entertainment and Media Leader, PwC Singapore</b></p> <p><i>With Louis Boswell, CEO, AVIA</i></p>
14:45	<p><b>In Conversation: Building up a Head of Stream</b></p> <p><b>Joe Welch, VP Global Public Policy, Asia Pacific, The Walt Disney Company</b></p> <p><i>With Matt Cheetham, GM, AVIA Coalition Against Piracy (CAP)</i></p>
15:05	<p><b>Social Media and Technological Solutions</b>  <i>CAP's consumer surveys along with feedback from members clearly indicate the increasing migration of piracy to social media. How can technology support content providers to combat the growth of piracy on social media?</i></p> <p><u>Panelists:</u>  <b>David Würglér, Senior Director of Anti-Piracy Litigation, NAGRA</b>  <b>Mathieu Harel, Product Director, Anti-Piracy Services, Viaccess-Orca</b></p> <p><i>With Matt Cheetham, GM, AVIA Coalition Against Piracy (CAP)</i></p>
15:35	<p><b>Korea Piracy Landscape and Enforcement Options</b>  <i>As AVIA/CAP and its membership look more to Korea we review the piracy landscape there. Where and how are Korean consumers pirating content and what are the measures that can be used to combat it? In this session we talk to Ik Hyun Seo, a partner at the law firm Cho &amp; Partners with extensive experience in combating piracy in Korea.</i></p> <p><b>Ik Hyun Seo, Partner, Cho &amp; Partners</b></p> <p><i>With Matt Cheetham, GM, AVIA Coalition Against Piracy (CAP)</i></p>
15:55	<p><b>In Conversation: Copyright Protection in an Evolving Landscape</b>  <i>Piracy via social media and other technology platforms has been an ongoing challenge and rights holders can only combat such piracy by working with technology companies. In this session, CAP's Matthew Cheetham will talk to</i></p>

	<p><i>Google's APAC Head of Media &amp; Entertainment Partnerships, Ben Napier on how Google is addressing the challenge.</i></p> <p><b>Ben Napier</b>, Head of Media &amp; Entertainment Partnerships, APAC, <b>Google</b></p> <p><i>With Matt Cheetham, GM, AVIA Coalition Against Piracy (CAP)</i></p>
16:10	<p><b>Dr Watters "Time to Compromise"</b></p> <p><i>Dr Paul Watters' recently released report "Time to Compromise" studied the scale and risk for consumers from malware when accessing illegal sites. The report also outlined some strategies to reduce risk for consumers, and indicated regulatory measures which may assist in a large-scale reduction of malware infection, by reducing the accessibility of these sites, reducing the rewards, and making such sites more difficult to operate. In this session Dr Watters talks of the findings of his report.</i></p> <p><b>Dr. Paul Watters</b>, CEO, <b>Cyberstronomy</b></p> <p><i>With Matt Cheetham, GM, AVIA Coalition Against Piracy (CAP)</i></p>
16:30	<p><b>Sports, Piracy, and Social Media</b></p> <p><i>Piracy on social media platforms continues to be a major cause of concern, particularly for live sport. Why are we seeing such a rise in this type of piracy and what can sports rights holders do to combat it?</i></p> <p><u>Panelists:</u></p> <p><b>Juan Jose Rotger</b>, Global Content Protection Manager, <b>LaLiga</b></p> <p><b>Ella Wong</b>, General Counsel, <b>NBA China</b></p> <p><b>Sean Godfrey</b>, Senior Commercial Solicitor APAC, <b>The Premier League</b></p> <p><i>With Matt Cheetham, GM, AVIA Coalition Against Piracy (CAP)</i></p>
17:00	<p><b>Closing Remarks</b></p>