








DAY 1: 30 MARCH 2022

THE STATE OF STREAMING – WHERE IS GROWTH COMING FROM?

Presenting Sponsors:



<p>THE STATE OF STREAMING – WHERE IS GROWTH COMING FROM?</p> <p>Presenting Sponsors:</p>  	
09:10	<p>Summit Welcome</p> <p>Monica Miller, Asian Business Report, BBC News</p>
09:15	<p>Opening Remarks</p> <p>Louis Boswell, CEO, AVIA</p>
09:20	<p>Online Video Industry Market Outlook: Findings in 2021 and Key Trends for 2022</p> <p><i>To kick off the summit, we will hear from MPA who will share their latest research and insights on the global OTT market and its impact on Asia. We will also explore where growth is coming from and the factors that will drive growth in 2022.</i></p> <p>Vivek Couto, Executive Director and Co-Founder, Media Partners Asia</p> <p><i>With Louis Boswell, CEO, AVIA</i></p>
09:50	<p>In Conversation: Paramount’s Transformation and Asia Growth</p> <p>Catherine Park, SVP, Head of Office & Streaming for Asia, Paramount Global</p> <p><i>With Celeste Campbell-Pitt, Chief Policy Officer, AVIA</i></p>
10:10	<p>Life in the Free Lane</p> <p><i>Free TV is still the dominant form of mass video distribution. But now, Free TV content is shared across digital terrestrial services, on demand apps, YouTube and social media. Who are the consumers on each of these platforms? Is the content for each of these services created differently? What are the pros and cons of monetization on each?</i></p> <p><u>Panelists:</u></p> <p>Sutanto Hartono, MD, EMTEK</p> <p>Angeline Poh, Chief Customer and Corporate Development Officer, Mediacorp</p> <p>Dato Khairul Anwar Salleh, CEO, Media Prima Television Networks and Primeworks Studios</p> <p>Desmond Chan, Deputy GM, TVB</p> <p><i>With Louis Boswell, CEO, AVIA</i></p> 
10:40	<p>Where Linear and Streaming Collide</p> <p><i>What we used to refer to as Pay TV platforms are now providing their services across all devices and offering their content on demand as well as on linear schedules for the lean back experience. And some are offering their own</i></p>

	<p>OTT services as well as aggregating others. Are they giving the consumers the convenience they seek through aggregation? Are they as customer friendly as the stand-alone OTT services?</p> <p><u>Panelists:</u> Stephane Le Dreau, SVP, Regional GM APAC, NAGRA Amy Tse, SVP Marketing, Now TV Johan Buse, Chief, Consumer Business Group, StarHub Ho Hock Doong, Head of Content, unifi TV, CEO, TM Net</p> <p>With Aravind Vengopal, VP, Media Partners Asia</p>
11:10	<p>Creative Growth in Streaming <i>According to Research and Markets, OTT revenues in APAC are projected to climb to \$54 billion in 2026, up by 90% from the \$29 billion recorded in 2020. However, as the OTT market in APAC becomes increasingly competitive and saturated, no streaming service is safe from churn, and we see 'cord-cutting' behaviour carrying over into the OTT space. Content owners and licensors must consider the paths to creative growth in streaming and consider looking inwards for growth. This session will share solutions on how you can drive growth from your existing customers and maximise the value of your current catalogue by harnessing data-driven analytics to inform your business efforts.</i></p> <p>Marty Roberts, VP of Media Analytics, Brightcove</p> 
11:30	<p>How are Sports Organizations Using Video Subscriptions to Boost Fan Loyalty</p> <p><u>Panelists:</u> Chris McNair, Head of New Business & Strategy – APAC, Accedo Ray James, Chief Relationship Officer, iSportConnect</p> <p>With Jesus Luzardo, VP, Global Head of Partnerships & International Sales, Vindicia</p> 
11:50	Lunch Break
13:20	<p>Streaming Business – A Game Changer for the Thai Market <i>OTT video streaming is growing exponentially in Thailand. Some of the world's biggest and most established streaming platforms are working hard to cement their position in the country. In this session, we'll look at how the Thai market for streaming is currently doing. How are local streamers differentiating their services to compete with international ones and vice versa? What would it take to grow the local subscription ecosystem overall? Is subscription the pre-eminent business model and is an ad free experience what consumers want and are prepared to pay for? Can local content, which was once ad supported, command subscription uptake?</i></p> <p><u>Panelists:</u> Kelvin Yau, VP of International Business Department and GM Thailand, iQIYI International Marco Guida, Chief Business & Revenue Officer, True Digital Group Kanokporn Prachayaset, Chief Commercial Officer, Tencent Thailand, Country Manager, WeTV Thailand</p> <p>With Jennifer Batty, Media Advisor</p>
13:50	<p>A Perfect Match – Sports and Streaming <i>Sports has been that one genre often cited as the reason cable subscribers have not yet "cut the cord". As more and more premiere sports rights become available on streaming platforms, will we see that change? How has the business model evolved for sports programming, on licensing as well as in supporting the growing catalog of on-</i></p>



demand content? How has OTT allowed sports brands to successfully transition from Pay TV to a hybrid traditional/streaming business model? Will we be seeing any significant shift in the share of subscription vs advertising revenues from TV and streaming?

Panelists:
Mike Kerr, MD Asia, **beIN Asia Pacific**
Peter Bellamy, SVP - Global Head of Sport & International M&E, **Endeavor Streaming**
Miguel Bielich, Global Director of Product Marketing, **Irdeto**
Andy Paterson, Head of OTT, **sooka**
Yann Courqueux, VP, Home Product, Consumer Business Group, **StarHub**


With **Unmish Parthasarathi**, Founder & Executive Director, **Picture Board Partners**



14:30 **The G Word.**
All the talk about OTT is all about growth. And increasingly international operators are looking to Asia to replace the growth that has slowed in North America and Europe. Is Asia the growth opportunity that everyone is searching for and if so, how does it get unlocked? And should we worry as Wall Street worries, lurching from pessimism about growth and deep declines to optimism and rebounding price. Or is that all a distraction? Is OTT still in the early stages of growth or is there a danger that a 30-year cycle of growth in Pay TV has been condensed to a 7-year cycle for OTT?

Panelists:
Sagar Pandit, Associate Director - Business Development, Asia Pacific, **Discovery, Inc.**
Gaurav Pradhan, Director of Business Development - Emerging Asia, **Netflix**
Ari Kader-Cu, Country Head, **Viu Philippines**

With **Louis Boswell**, CEO, **AVIA**



THE YEAR AHEAD FOR OTT ADVERTISING


Presenting Sponsor:



15:00 **How Do You Know When a Market is Ready for Addressable TV?**
The rapid growth of OTT options across Asia shows no sign of slowing down, which is positive news for both advertisers and content creators. But are all markets created equal? What macro and micro conditions need to be met before buyers and sellers are ready to invest? What do the approaches of buyers, OTT players and hardware manufacturers look like?

Panelists:
Alex Lowes, VP, Client Engagement and Growth APAC, **Finecast**
Eugene Lu, Head of Global Programmatic, **Xiaomi**

With **Tom Dover**, Director, Video Marketplace Development, APAC, **Xandr**



<p>15:20</p>	<p>Maximising the Value of Premium Digital Video in Asia <i>In the present day, paid subscription often means ad-free content for viewers on premium OTT platforms, but will this revenue model sustain the digital content ecosystem or will advertising become a part of the content experience even behind the paywall? In this panel we will explore what the future model of advertising on premium OTT platforms would look like, its structure and its metrics.</i></p> <p><u>Panelists:</u> Gavin Buxton, MD Asia, Magnite Bharat Khatri, Chief Digital Officer, APAC, Omnicom Media Group Ranjana Mangla, SVP and Head of Ad Revenue, SonyLIV, Sony Pictures Networks India Rajesh Sheshadri, GM - SEA, The Trade Desk</p> <p>With Rob Gilby, President Asia Pacific, Nielsen Media</p> 
<p>16:00</p>	<p>The Road to CTV Revenue and the Future of FAST <i>As we move swiftly into 2022, it is key for advertisers to focus on the massive opportunity that exists in the programmatic space. One of the foremost is CTV advertising and the continuing shift from linear to CTV. So, what does CTV advertising look like today? What is in store for advertisers in 2022, and how can marketers drive performance in the new year with advanced CTV offerings? What are the key factors that are driving the growth in FAST and how do they fit within today's streaming landscape? Will the boom in CTV help FAST services thrive in Asia?</i></p> <p><u>Panelists:</u> Jay Ganesan, SVP, Sales APAC, Amagi Shalini Poddar, EVP and Head of Ad Sales, Disney+ Hotstar India Kim Portrate, CEO, ThinkTV</p> <p>With Vikram Chande, Sales Lead India, Samsung Ads</p> 
<p>16:30</p>	<p>Unlocking Addressable Advertising <i>In today's fragmented advertising market, how are platforms rolling out addressable advertising across broadcast TV, hybrid Pay-TV and OTT platforms? Can they build effective, revenue-generating addressable advertising capabilities across all platforms and devices? Do platforms understand their audiences, and are they monetising their content and inventory? This panel will address these key questions and look at how business models are changing and adapting in 2022.</i></p> <p><u>Panelists:</u> Vignesh Narayanan, CEO, Airtel Ads Julian Savitch-Lee, Product Lead Iris Ad Server, Synamedia Rajiv Singh, VP, Digital Ad Sales & Distribution, Viu</p> <p>With Nathalie Lethbridge, Founder and Managing Director, Atonik Digital</p> 
<p>17:00</p>	<p>Change is Coming: Preparing for Life After Cookies <i>Marketers, advertisers and publishers have long relied on third-party cookies for tracking, data collection, and ad personalization and targeting. With data becoming more valuable and third-party cookies disappearing, what does this mean for the future of digital advertising? Where will the changes in data collection and measurability be two years from now? Will Unified ID 2.0 be one of several solutions that will replace cookies as the industry</i></p>





	<p>standard? Is it a sustainable long-term investment due to consumer expectations for privacy and the rapidly evolving regulatory environment?</p> <p><u>Panelists:</u> Pieter Liefoghe, Business Development Director, Broadpeak Sunil Naryani, Chief Product Officer APAC, dentsu International Laura Quigley, SVP, APAC, Integral Ad Science Amina Begum, Director, Strategic Projects and Product Go-To-Market, Xandr</p> <p>With Joe Nguyen, MD, VieON</p>
17:30	End of Summit Day 1

DAY 2: 31 MARCH 2022

<p>TECHNOLOGY – NO LONGER THE UNDERDOG</p> <p>Presenting Sponsor:</p> <p>LUMEN</p>	
09:00	<p>Welcome Remarks</p> <p>Louis Boswell, CEO, AVIA</p>
09:10	<p>Case Studies: How Broadcasters can Increase Their Resilience and Performances with Multi CDN</p> <p><i>In this opening session, Lumen will share some case studies on how they have help broadcasters particularly in Australia to increase their resilience and performances. What is their multi-vendor strategy? What have they done right, and what mistakes have they made, that we could learn from?</i></p> <p>Gautier Demond, Director, Content Delivery Services, Lumen Asia Pacific</p> <p>LUMEN</p>
09:30	<p>Tech Leaders Top of Mind: What Keeps Them Awake at Night?</p> <p><i>What is keeping the Tech Leaders of today up at night? What are the key issues they are worrying about when it comes to the video industry? In this session, we will speak with the largest streaming platform in India to explore topics from the changing nature of the CTO role itself to the challenges of running a video streaming service today. Hear more about which technologies you should be investing more time in, and where the video industry is headed to in the future in Asia.</i></p> <p>Akash Saxena, Head of Technology, Disney+ Hotstar India</p> <p>With Greg Armshaw, Senior Director, Strategy, Brightcove</p>
09:50	<p>Breaking Technology Trends</p> <p><i>Most OTT players are still at nascent stages of their technology journey, but we are starting to see a bigger push in technology investment. In this session, we'll take a look at some recent OTT technology developments as well as key tech trends to keep an eye on this year. In addition, take the opportunity to hear from our panel of experts who will answer all of your burning questions about video tech live at the OTT Summit.</i></p> <p><u>Panelists:</u> Parminder Singh, Chief Commercial and Digital Officer, Mediacorp Scott Favelle, Technology Director, Product Solutions, Seven West Media</p>

	<p>Jonathan Pogrund, Director of Presales, Viaccess-Orca</p> <p>With Shad Hashmi, APAC Partner Lead, Media and Entertainment, Amazon Web Services</p>
10:20	<p>Optimizing Complex Media Processing Workflows in the Cloud <i>Moving the media processing of Broadcast VOD content to the cloud can help extract maximum value from your assets but demands the employment of multiple steps that can soon feel overwhelming. Transcoding and packaging are just the beginning; the challenges escalate when mission-critical tasks such as subtitling and captioning, digital rights management, dynamic ad insertion, multi-channel audio preparation, watermarking, QC and handling bitrate-intensive formats such as 4K and HDR are added to the mix. How do we simplify these highly complex workflows and overcome the potential pitfalls of cloud-based media processing? Hear from John Maniccia, Global Director of Sales Engineering at Encoding.com who will share ways and strategies on how you can optimize your workflow.</i></p> <p>John Maniccia, Global Director of Sales Engineering, Encoding.com</p> 
10:35	<p>How will 5G Change the Game for Asian Streaming Services? <i>According to a report by GlobalData, by 2023, the APAC region is predicted to have 477 million 5G subscriptions. The mass deployment of 5G will change the future for many industries, including video streaming services. The big question is which service provider will catch the tailwinds first. What are some of the new business models and new revenue opportunities that 5G will offer? Does the industry really need 5G? Is 5G the solution for scaling up the video business and how can the industry leverage on 5G networks to improve content delivery for all?</i></p> <p><u>Panelists:</u> Shakunt Malhotra, MD Asia, Globecast Rina Azcuna-Siongco, Head – GET Entertained Tribe, Globe Telecom Keith Huang, VP OTT, PCCW Media Khush Kundi, Head of Video Network, APAC, Synamedia</p> <p>With Virat Patel, MD, Pioneer Consulting Asia-Pacific</p>
11:10	<p>Tailored Experiences – The Future of OTT <i>As the world begins to open up once more and consumers are reviewing which subscriptions they are keeping as we return to the new normal, the focus is inevitably shifting to long-term viewer retention and quality of experience. Streaming services are now doing so much more in this area of personalization which is fast becoming the holy grail. Are personal avatars and recommendations enough to move the needle? How do you differentiate the quality of your experience from your competitors? And how does one measure performance and ROI against it?</i></p> <p><u>Panelists:</u> Aloke Majumder, VP, Technology, hoichoi José Luis Vázquez, CEO & Founder, Mirada Aki Tsuchiya, Founder & CEO, Streamhub Mattia Ferreira, User Experience Lead, Viu</p> <p>With James Miner, CEO, MinerLabs & Video Assure</p>
11:40	<p>Why Only Innovators Win - The Race to Stay Ahead in Streaming User Experience <i>Now more than ever, the OTT streaming market has a wealth of options for viewers. However, this richness of choice may be a double-edged sword, as content is fragmented across many OTT services. Keeping viewers within a single platform requires premium content, a seamless experience, but most importantly a service that stays ahead of the competition. In our session, we'll review how streaming services can leverage upcoming trends to</i></p>

	<p>provide rich experiences for their audience, including using short video to bring heightened engagement, building a community and supplementing existing content with UGC and taking personalized experiences to the next level.</p> <p>Siddharth S, Vertical Lead, Media & Entertainment, BytePlus</p> 
11:55	<p>Common Media Client Data (CMCD) at Work with Real-World and Real-Time Data</p> <p><i>This study examines some of the first production data obtained from deploying Common Media Client Data (CMCD) into production environments within a global content delivery network (CDN) and a global content distributor. It introduces the high-level concept of CMCD as the latest technology for QoE enhancement in OTT, then covers details of player integrations, CDN support and the analysis and interpretation of the returned data.</i></p> <p>Will Law, Chief Architect – Edge Technology Group, Akamai Technologies</p> 
SPECIAL CLOSING SESSION	
12:10	<p>Summit Wrap Up: Crystal Ball Gazing— Bold Predictions for the Future of Streaming</p> <p><i>We conclude our two days of expert discussions by engaging a prestigious group of industry leaders in a closing fireside chat. What are the key take-aways from the 2022 OTT Summit? What trends across traditional TV and streaming video will grow and what might fizzle? We will ask them to look into their crystal balls and make some bold predictions for where the industry is headed.</i></p> <p><u>Panelists:</u> Ervin Chan, VP Sales APAC, Media & Telecom, Kaltura Alexander Muller, MD APAC, TV5MONDE Gourav Rakshit, COO, Viacom18 Digital Ventures</p> <p><i>With Louis Boswell</i>, CEO, AVIA</p>
12:40	<p>Closing Remarks and End of OTT Summit 2022</p>



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