

ALL ABOUT

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ASIA VIDEO INDUSTRY ASSOCIATION

# What is AVIA

The Asia Video Industry Association (AVIA) is the trade association for the video industry and ecosystem in Asia Pacific. It serves to make the video industry stronger and healthier through promoting the common interests of its members. Understanding global trends in media, AVIA is focused specifically on addressing issues in the video markets of Asia.

**Policy** the interlocutor for the video industry with governments across the region

**Piracy** dedicated to reducing video piracy through the Coalition Against Piracy (CAP) and creating a more sustainable business environment for established as well as new video companies to innovate and grow

**Insight** a leading resource of intelligence and information on trends and developments in the video industry in Asia, through publications, newsletters, conferences and seminars

## Who We Are & What We Do

- AVIA is the association for all connected with the video ecosystem in Asia.
- AVIA exists to make the video industry in Asia stronger, healthier, more vibrant, and to foster innovation in the industry.
- AVIA has a large and diverse membership and is a “must join” association for anyone connected to the video industry.
- AVIA reaches out – and is relevant – to staff at all levels in member companies. All employees of member companies are considered as our members.
- AVIA brings the industry together to allow challenges that are common to all to be faced together.
- AVIA speaks for the industry with one voice in consultations and dialogues with regulators and government bodies across Asia Pacific.
- AVIA is taking a leading role in developing tangible and measurable actions to reduce the effect of video piracy and works collaboratively with similarly like-minded organisations.
- AVIA will provide leading industry information and intelligence on developments in different markets, on developments in business models, and developments in technology for the video industry.
- AVIA is regional in focus, but with strong membership in every Asian market and active regular engagements in each market.

## Heritage and Evolution

AVIA has evolved from CASBAA, which was established in 1991 at the birth of the pay TV industry in Asia; a time when video was primarily distributed and received through cable and satellite. Today, the video industry has evolved and while linear pay TV, cable operators and satellite providers are still a big and important part of the industry, it equally encompasses all those who produce, curate and distribute video content in whatever format, to whatever device, and the entire ecosystem that surrounds the video industry.

## Policy

## *The Voice of the Video Industry*

AVIA speaks on behalf of professional video and those who help consumers access it. **Creation, transmission, distribution, technology** – every aspect of the industry depends on making governments understand that the old rules of legacy broadcast regulation cannot be applied to an industry that is converging and transforming to meet the needs of the 21<sup>st</sup> Century.

Reaching governments across Asia with this message is a huge task, and AVIA relies on its members for side-by-side advocacy. But the single voice for broad industry interests is AVIA.

## Tools

AVIA's toolkit includes:

- |                                  |   |
|----------------------------------|---|
| <b>Direct advocacy</b>           | with governments, via submissions, statements, and white papers that members play a direct role in shaping.   |
| <b>Face-to-face interactions</b> | with AVIA members joining government officials in policy roundtables, door-knocks in capitals, and small group interactions. These bring regulatory officials into contact with the dynamism of the industry, let them rub shoulders with executives from national markets and from regional corporate centres, and create opportunities for cross-pollination of ideas and mutual sharing of concerns.                       |
| <b>Media outreach</b>            | to generate broader understanding of our key issues. Apart from seeking reform of traditional regulatory policies, AVIA supports tightening of national laws and anti-piracy enforcement to improve the business climate for professional video.  |
| <b>Research and education</b>    | with regular "country seminars" held in national capitals. These bring the international video industry to Asian markets and facilitate interchanges between operators "on the ground" and their colleagues in regional centres. AVIA's "Regulating for Growth" series of studies and publications helps members, regulators, and industry observers understand the ground rules for operating in Asia Pacific video markets. |

## Results

Within recent years, AVIA's advocacy has played a key role in:

- The decision by Thai authorities to allow the professional video industry (beyond terrestrial broadcast) to support its work using advertising revenues. This produced a huge increase in video production and transmission in Thailand.
- Implementation of Singapore's "cross-carriage" rules in ways that minimised their negative impact on contracting for premium content in the video industry.
- Vietnam's gradual opening to international video content, including a key decision not to impose burdensome translation requirements on international news channels.
- Repeated resolutions and decisions by the ITU to preserve vital C-band spectrum for use by satellite networks and broadcast content distribution in Asia, where unique conditions – very different from those in other hemispheres – shape the regional video economy.
- India's world-leading decision to mandate rapid digitalisation of its cable TV industry, and to preserve a light-touch licensing regime for TV channels.

## Piracy

## Coalition Against Piracy

The Coalition Against Piracy (CAP), launched in October 2017, and adds full-time anti-piracy enforcement activities to the policy, information and IP advocacy activities that CASBAA had successfully been undertaking for many years.

The focus of CAP is to combat infringing streaming sites and illicit streaming devices (ISDs) and apps which facilitate massive piracy of movies, sports, TV series and other creative video content. The ISD and app ecosystem is fast becoming the 'perfect storm', impacting all businesses involved in the production and distribution of legitimate content. The ISDs technological ecosystems allow for the efficient streaming of hundreds of unauthorised live TV channels and video-on-demand (VOD), whilst presenting no obvious single point of attack from a law enforcement perspective. The CAP programme is targeted – we believe that with limited resources we must focus on a limited set of priority markets. Those markets currently comprise the major SE Asian countries Indonesia, Malaysia, the Philippines, Thailand, Vietnam, Taiwan and HongKong.

Mitigating the piracy threat requires international cooperation and CAP provides added support for the content and distribution companies in the world-wide fight against piracy.

CAP has worked collaboratively with similar initiatives and associations underway in other parts of the world, including the newly formed Alliance for Creativity and Entertainment (ACE), the Audio-Visual Anti-Piracy Alliance in Europe (AAPA) and the IPTV Task Force.

For industry initiatives and actions to be successful, the cooperation of technology platforms and other intermediaries is essential. Working alongside e-platforms and social media sites where ISDs are commonly traded, as well as disrupting illicit commercial transactions, are key components of any anti-piracy strategy. As such, CAP has developed a productive working relationship with the most popular e-platforms and financial processors in SE Asia and has in place a successful 'rolling' intermediary strategy aimed at reducing the online trade of ISDs through both proactive and reactive measures.

Monitoring the extent of ISD penetration and being able to provide governments, law enforcement agencies and the media with credible data is also a key strategic component of CAP. Monitoring such consumer data also provides tangible evidence of whether the in-country anti-piracy strategies are indeed working. CAP works with credible and cost-effective consumer research companies to elicit such data which also folds into their targeted media strategy.



## Insight

In an industry that is changing and evolving before our eyes, AVIA is a leading resource of intelligence on trends and developments in the video industry in Asia Pacific.

Insight is provided for members through the following:

### Newsletters, Publications and Reports

AVIA distributes a variety of newsletters about industry matters to its members, including the OTT Newsletter and a bi-weekly Policy & Piracy Newsletter.

In addition, AVIA publishes industry reports on different trends and issues as well as specific market reports. Full reports are **exclusive to members** and are not for sale.

#### Recent reports:

- Malaysia in View
- Indonesia in View
- The Asia Video Industry Report 2020

#### Upcoming reports:

- Thailand in View
- The Asia Video Industry Report 2021

### Annual Conference and Industry Events - by the industry for the industry

AVIA hosts a series of industry-related events throughout the year designed to help members and delegates stay abreast of market developments, industry trends and to engage in dialogue.

#### 2020 Calendar of Events:

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|--|-------------------|--------------------|
| • OTT Virtual Summit - Piracy Over the Top | 23 - 24 June      | Virtual Conference |
| • OTT Virtual Summit                       | 29 - 3 July       | Virtual Conference |
| • Thailand in View                         | 18 August         | Virtual Conference |
| • Future of Video India                    | 10 September      | Virtual Conference |
| • Satellite Industry Forum                 | 24 - 25 September | Virtual Conference |
| • Asia Video Summit                        | 9 - 11 November   | Singapore          |

The **Asia Video Summit** is the annual conference of the Asian video industry. It includes the invitation only Policy Roundtable on day 1 followed by the main 2 day conference which aims to define the State of the Video Industry in Asia; the opportunities and the challenges, the disruption and the consolidation, the success stories and the ability to embrace change.

## Committees

Committees are an invaluable way for a broad spectrum of people from different member companies to come together to play important roles in discussing and improving key issues for the video industry.

Under AVIA, the number, focus and structure of the Committees will evolve.

Currently, AVIA manages the following committees:

### Interactive Advertising Committee

The objective of the Interactive Advertising Committee is to support the advertising ecosystem around premium streaming video services. Objectives include defining premium, setting standards and best practices and the measurability of ad effectiveness.

### OTT Group

The OTT Group promotes the growth of paid video content delivered via digital platforms including connected TV, broadband and mobile.

### Regulatory & Anti-Piracy Committee

A priority for the Regulatory & Anti-Piracy Committee is to pool collective information to tackle regional pay TV signal piracy. This Committee also plays an active role in coordinating the Association's advocacy and education activities in Asia.

### Research Committee

The Research Committee recognises the need for high-quality and compatible TV-focused media research and works to educate users of research data on how to use the information effectively.

### Satellite Industry Committee

The Satellite Industry Committee has the remit to examine pan-regional regulatory affairs and lobby on behalf of the industry, as well as promoting satellite communications to the investment community, the media and telecommunications networks users.

### Technology Advisory Group

The Technology Advisory Group aims to raise the standard of technical knowledge and expertise throughout the industry.

### Wireless Action Group

The mandate of the Wireless Action Group is to conduct research, information, and advocacy activities aimed at preserving C-band satellite frequencies against possible harmful interference from new wireless systems.

## Membership

There are 5 categories of membership to choose from, plus the option of CAP Steering Committee membership:

### Patron Membership

- Patron Membership is designed for those companies who want to take a **leadership role** within the broader video industry in Asia.
- Any firm, corporation or other entity interested in the objectives of AVIA shall be eligible for Patron Membership.
- Each Patron Member shall have the right to four (4) votes at meetings of the Association provided always that all four (4) votes shall be cast collectively and shall not be split.
- Each Patron Member shall be entitled to exclusive access to Patron Member-only meetings organised by the Association.
- All Patron Members are eligible to stand for election to the Board of Directors.

### Corporate Membership

- Any firm, corporation or other entity interested in the objectives of AVIA shall be eligible for Corporate Membership.
- Each Corporate Member shall have the right to two (2) votes at meetings of the Association provided always that all two (2) votes shall be cast collectively and shall not be split.
- All Corporate Members are eligible to stand for election to the Board of Directors.

### Enterprise Membership

- Any firm, corporation or other entity having fewer than fifty (50) employees globally across one or more group(s) and interested in the objectives of AVIA shall be eligible for Enterprise Membership.
- Each Enterprise Member shall have the right to one vote at meetings of the Association.

### Individual Membership

- An individual may be considered for membership of the Association where he/she:
  - (i) does not work for a company that is eligible for another category of Membership;
  - and
  - (ii) does not employ any professional full-time staff.
- Individual Members may attend, but shall not have the right, to vote at meetings of the Association.

### Advertising Associate Membership

- Any firm, corporation or other entity that supports the advertising ecosystem around premium streaming video services shall be eligible for Advertising Associate membership. Objectives include defining premium, setting standards and best practices and the measurability of ad effectiveness.
- Participation in Premium Video Advertising Committee Meetings.
- Please note that the maximum duration of Associate Membership is two years after which members will be invited to become full members.
- Advertising Associate members are not eligible to vote on AVIA association matters
- Member rates for AVIA conferences are only applicable to the OTT Summit.

### Coalition Against Piracy (CAP)

- All categories of membership also include membership of the Coalition Against Piracy, and a portion of every members' fees will go towards funding CAP.
- Those members who pay the additional CAP funding fee will then comprise, and sit on, the Steering Committee.

## Why Join the Asia Video Industry Association?

- Because you care about the future of the video industry in Asia Pacific and you want to be part of a community of like-minded responsible companies to work to make it stronger and healthier.
- Because you believe in a light-touch regulatory environment, in which a level playing field is established for all industry participants.
- Because you want to add your weight to the broadest industry effort to reduce video piracy for the benefit of the entire video ecosystem.
- Because you value access to exclusive insight and intelligence about the development of the industry.

In addition:

- We will promote our members brands, news and reports where appropriate on our website and in our publications and newsletters.
- Attendance at AVIA-hosted events will always be heavily discounted.
- Publications and intelligence including access to members only section of the website will be free to all members.
- Member networking cocktails, webinars and seminars on a variety of relevant topics will be free for all members to attend.

## Pricing & Payment (2020)

Patron	US\$30,000
Corporate	US\$15,000
Enterprise	US\$5,500
Individual	US\$2,750
Advertising Associate	US\$7,500
CAP Steering Committee*	US\$25,000

(\*additional to membership fees – open to all members)

## Membership Criteria

At the discretion of the Board of Directors, membership is open to any company or individual involved in the video industry and its ecosystem in Asia.

In order to qualify for membership of the Asia Video Industry Association, prospective members undertake to adhere to the following principles:

- Members are committed to the growth of the video industry across the Asia Pacific region.
- Members believe that appropriate rights for creators must be maintained and enforced in order to drive innovation to the benefit of the creative industries, and society as a whole.
- Members are committed to fighting video piracy and strengthening copyright protections.
- Members support a light-touch regulatory environment, in which a level playing field is established for all industry participants.
- Members favour open markets and strive for unrestricted access to individual markets in the region.
- Members support ethical business practices.
- Members agree to not involve the Association in activities that contravene sanctions administered by the United Nations, HM Treasury (UK), the European Union, the US Treasury Department's Office of Foreign Assets Control (OFAC), or the Hong Kong Monetary Authority.



## Contact AVIA

For more information on AVIA and its activities or initiatives do get in touch via one of the below channels:

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