



PROGRAMME

09:30	Welcome Address Louis Boswell, CEO, AVIA
09:40	Opening Address: Policy and Regulation for the 21st Century in the Philippines Arnold "Ali" I. Atienza, Undersecretary, Department of Information and Communications Technology for Government Digital Broadcast Television and the Digitalization of the Entertainment Industry Sector, Emerging Technologies, Senior Citizens, Persons with Disabilities and Special Needs Sector <i>With John Medeiros, Chief Policy Officer, AVIA</i>
10:00	State of the TV and Video Industry in the Philippines <i>While television still dominates the media landscape in the Philippines, streaming VOD services are also on the rise but will they co-exist with cable television or will they usurp it? Does TV remain aloof or is the future of free-to-air in streaming and the future of cable in broadband? And in that streaming world, is there a balance between the roles of local and international players, or is one side set to dominate? This presentation evaluates the market drivers, catalysts and challenges of the industry and what is happening year on year.</i> Leo Jaymar G. Uy, Head of Research, BusinessWorld
10:20	The Future of Television <i>The year 2020 was poised to be another banner year for the TV industry but how will the pandemic and the shutdown of Philippine's largest analog broadcaster shape the TV industry? We explore what the challenges and opportunities are in today's TV market environment. How are organisations planning for continued growth and capturing new subscribers? Is there a need for aggregation and if so, what's next?</i> <u>Panelists:</u> Robert P. Galang, President and CEO, Signal TV and TV5 Lizelle G. Maralag, Chief Marketing Officer, GMA Network, President and COO, GMA Marketing and Productions Alexander Muller, MD APAC, TV5MONDE <i>With Louis Boswell, CEO, AVIA</i>
10:50	The Future of Streaming <i>In this session, we look at how the story is unfolding for the international players covering a market like the Philippines. What challenges are being faced and is there sufficient understanding of the priorities around content, localisation and business models? We'll also hear the perspectives from the domestic players on the pros and cons of being local. What is the optimal path to monetisation and can streaming platforms reach the size of the audience that TV can muster?</i> <u>Panelists:</u> Sherwin dela Cruz, Country Manager, iQIYI Dondon Monteverde, Managing Business Partner, UPSTREAM Arianne Kader-Cu, Country Head, Viu Philippines Vincent Del Rosario, President & CEO, Vivamax <i>With Celeste Campbell-Pitt, Chief Policy Officer - designate, AVIA</i>



avia Philippines in View

18 May 2021 | 9.30am – 5.30pm SGT

Virtual Seminar

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11:20	<p>Keynote Conversation: Content, Aggregation, Piracy</p> <p><i>How is the role of telcos evolving in 2021? Are they aggregators of other people's services and content or are they becoming content platforms in their own right, or both? We will explore the challenges that are being faced and their priorities around content, piracy issues and monetisation.</i></p> <p>Ernest Cu, President & CEO, Globe</p> <p><i>With Louis Boswell</i>, CEO, AVIA</p>
11:40	<p>Life Outside of Metro Manila</p> <p><i>Cable TV started making inroads in the Philippines over 20 years ago, however, the geography of the archipelago country posed significant challenges to its adoption. With over 7,600 islands, it was almost impossible to reach out to audiences in rural and remote areas. We explore how these organisations are reaching wider audiences outside of Metro Manila, what the challenges and opportunities are and how much of a gap is there left to be filled.</i></p> <p>Panelists:</p> <p>Timothy Bautista, VP & COO, Cable Boss</p> <p>Joel Dabao, President, Philippine Cable Telecommunications Association (PCTA)</p> <p>John Huddle, Director, Market Development, Asia, SES</p> <p><i>With John Medeiros</i>, Chief Policy Officer, AVIA</p>
12:10	<p>In Conversation: The Migration of TV to Internet Delivered Services</p> <p><i>In this session, we explore the role of Converge ICT in this migration, what sets it apart in this competitive environment, and how it is working with cable operators to future proof their services.</i></p> <p>Dennis Anthony Uy, Founder & CEO, Converge ICT Solutions</p> <p><i>With Louis Boswell</i>, CEO, AVIA</p>
12:30	Lunch Break
14:00	<p>Keynote Conversation: Consumers and Content in the Mobile Economy</p> <p><i>Telecom operators in the Philippines have taken active roles in the country's emerging digital economy to innovate and create value for customers in Philippines's competitive TMT ecosystem. In this session, we will take an in-depth look at how PLDT is reinventing their businesses for growth. What is their approach to video offering today and over the next 2 years, and where is the competition coming from? Is telco video bundling a benefit or a distraction? How are they positioning themselves to differentiate their video services/offering in the Philippines market?</i></p> <p>Manuel V Pangilinan, Chairman, President and CEO, PLDT</p> <p><i>With Louis Boswell</i>, CEO, AVIA</p>

14:20	<p>OTT TV - A Path to the Future</p> <p><i>Greg Armshaw - Head of Media Asia will draw on case studies from the hundreds of OTT and TV media streaming platforms that Brightcove powers across Asia and globally. He will review recent trends of OTT TV and map a path for future growth with strategies for successful audience and revenue growth in the Philippines.</i></p> <p>Greg Armshaw, Head of Media Asia, Brightcove</p> <p>BRIGHTCOVE®</p>
14:40	<p>In Conversation: Emerging Pandemic Digital Behaviors</p> <p><i>The drastic changes in the environment and the pandemic have accelerated the digital habituation of the consumers and emphasized the need for a sustainable digital lifestyle. In this session, we will explore how new consumer behaviours have emerged – addressing the contactless revolution to home entertainment that revolves around video streaming and games - and how Globe is helping to define the new reality for Filipinos.</i></p> <p>Nikko Acosta, SVP, Content Business and Product Management, Globe</p> <p>With Shad Hashmi, Principal Consultant</p> <p> Globe</p>
15:00	<p>What will TV and OTT Advertising Look Like in the Philippines?</p> <p><i>The TV advertising industry will have to adapt to the recent changes in audience behaviour and channel landscape and look at possible alternative digital platforms. However, there are also challenges in this space as it is currently dominated by Facebook and Google. We look at what lies ahead for Philippines TV and OTT advertising. How receptive are Filipinos to advertising on OTT? What are their preferences, and how can broadcasters/content owners open up their inventory to maximise ad revenue?</i></p> <p>Marilyn See, SVP and Head for Digital Publishing and Digital Advertising, GMA New Media</p> <p>With Giang Nguyen, Senior Manager, Inventory Partnerships, SEA, The Trade Desk</p>
15:20	<p>Addressing Piracy Issues in the Philippines</p> <p><i>In the Philippines, OTT services are capitalizing on the huge potential that mobile connectivity represents for video consumption. Despite this progress, piracy is still widespread and heavily restrains the development of the video market. We explore what some of the piracy enforcement measures are that have been implemented, what measures are currently being considered by government, and whether additional changes can be made to reduce piracy and migrate Filipino consumers to legal services.</i></p> <p>Panelists:</p> <p>Yolanda C. Crisanto, SVP and Chief Sustainability Officer, Globe</p> <p>Atty. Ann N. Edillon, Head, IPOPHL Enforcement Office (IEO)</p> <p>Pascal Metral, VP Legal Affairs, NAGRA</p> <p>With Neil Gane, General Manager, AVIA Coalition Against Piracy (CAP)</p>

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