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
	With John Medeiros, Chief Policy Officer, AVIA
10:00	State of the TV and Video Industry in the Philippines
	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.
	Leo Jaymar G. Uy, Head of Research, BusinessWorld
10:20	The Future of Television 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?
	Panelists: Robert P. Galang, President and CEO, Cignal TV and TV5 Lizelle G. Maralag, Chief Marketing Officer, GMA Network, President and COO, GMA Marketing and Productions Alexander Muller, MD APAC, TV5MONDE
	With Louis Boswell, CEO, AVIA
10:50	The Future of Streaming 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?
	Panelists: 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
	With Celeste Campbell-Pitt, Chief Policy Officer - designate, AVIA

Keynote Conversation: Content, Aggregation, Piracy 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.
With Louis Boswell, CEO, AVIA
Life Outside of Metro Manila 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. Panelists: Timothy Bautista, VP & COO, Cable Boss Joel Dabao, President, Philippine Cable Telecommunications Association (PCTA) John Huddle, Director, Market Development, Asia, SES With John Medeiros, Chief Policy Officer, AVIA
In Conversation: The Migration of TV to Internet Delivered Services 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. Dennis Anthony Uy, Founder & CEO, Converge ICT Solutions With Louis Boswell, CEO, AVIA
Lunch Break
Keynote Conversation: Consumers and Content in the Mobile Economy 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? Manuel V Pangilinan, Chairman, President and CEO, PLDT With Louis Boswell, CEO, AVIA

14:20 OTT TV - A Path to the Future

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.

Greg Armshaw, Head of Media Asia, **Brightcove**

BRIGHTCOVE

14:40 In Conversation: Emerging Pandemic Digital Behaviors

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.

Nikko Acosta, SVP, Content Business and Product Management, Globe

With Shad Hashmi, Principal Consultant



15:00 What will TV and OTT Advertising Look Like in the Philippines?

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?

Marilyn See, SVP and Head for Digital Publishing and Digital Advertising, GMA New Media

With Giang Nguyen, Senior Manager, Inventory Partnerships, SEA, The Trade Desk

15:20 Addressing Piracy Issues in the Philippines

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.

Panelists:

Yolanda C. Crisanto, SVP and Chief Sustainability Officer, Globe Atty. Ann N. Edillon, Head, IPOPHL Enforcement Office (IEO) Pascal Metral, VP Legal Affairs, NAGRA

With Neil Gane, General Manager, AVIA Coalition Against Piracy (CAP)

emanding Content – What Do Filipinos Want? Is business models change, major questions arise around content strategies: Is there growing pressure to produce only mega-hits? What is the definition of niche or local content and do the changes present opportunity or risk for nese genres? How do changing consumer habits affect content strategies and in particular, how do you cater your offering to speak to younger audiences? Intel S. Bayani, Head International Production & Co-Production, ABS-CBN uark Henares, Head, Globe Studios Intel S. Rasonable, SVP, Entertainment Group, GMA Network Interpretation of the content of the
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ould have been unimaainable — actors who took LGBTQ roles in Philippine cinema were worried they would be
cluded from more conventional films. What has happened to normalize these stories and what does it mean for
ne media industry? What is the role of regulation in permitting/obstructing such development? Is this a flash in the
andemic pan or a lasting change? And are there other niches that are waiting to be explored?
anelists:
riz Gazmen, Head, Black Sheep
r en Yap , Head of Creative Development, Globe Studios
erci Intalan, Co-founder and President, The IdeaFirst Company
Vith John Medeiros, Chief Policy Officer, AVIA
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