




Programme

Vietnam time	
09:50	<p>Welcome Address Louis Boswell, CEO, AVIA</p>
10:00	<p>State of the TV and Video Industry in Vietnam <i>TV has long been the main source of entertainment in Vietnam, but the online video streaming market is brimming with potential for both local and foreign players. Since the start of the pandemic, the spotlight on the streaming market has only intensified. Is linear television still a behemoth compared to streaming? Does it still have the same level of influence? This opening presentation evaluates the market drivers, catalysts and challenges for the video industry and the changes ahead in the coming year.</i></p> <p>Vu Tu Thanh, Consultant, AVIA, Deputy Regional Managing Director & Representative, US-ASEAN Business Council</p>
10:20	<p>The Future of Television – The New Business Models of Today <i>While television still dominates the media landscape in Vietnam, mobile internet is taking over as the primary way to access content in the region. The TV industry in Vietnam is now faced with the mammoth task of adapting to this new reality, with new market entrants and different partnership models. What are the challenges and opportunities in today's TV market? How important will digital become compared to linear, and how do both sectors grow?</i></p> <p><u>Panelists:</u> Nguyen Quang Dong, Director, Institute for Policy Research and Communication Development (IPS) Nguyen Hanh, President, Q.net John Huddle, Director, Market Development, Asia, SES Alexandre Muller, MD APAC, TV5MONDE</p> <p><i>With Louis Boswell, CEO, AVIA</i></p>
10:50	<p>How are Pay TV Platforms Reinventing Themselves in this Age of Transformation? <i>With the domestic market becoming much more active due to the arrival of online video streaming services, Pay TV platforms are now bracing themselves for a challenge. Telecoms analysts GlobalData estimates that household penetration of Pay TV subscriptions in Vietnam will decline from 35.4% in 2020 to 30.3% by 2024. How do Pay TV platforms perceive the situation and what does the future hold for their legacy business? How do they reinvent themselves to set their business apart from the competition and overcome the challenges they are facing?</i></p> <p><u>Panelists:</u> Stéphane Le Dreau, SVP, Regional General Manager APAC, NAGRA Vu Tu Thanh, Consultant, AVIA, Deputy Regional Managing Director & Representative, US-ASEAN Business Council Phạm Thanh Phuong, Vice Director of Value-Added Services Center, Viettel Telecom</p> <p><i>With Tran Thi Thanh Mai, General Director, Kantar Media Vietnam</i></p>
11:20	<p>VOD Streaming – How is it Upending the Market? <i>The market shares of cable and satellite networks have been shrinking gradually in the past few years in Vietnam, making way for the rapid growth of VOD streaming services. According to Akamai's Asia Pacific Media Industry Report, Vietnam's VOD industry is estimated to be at US\$105 million in revenue for 2020 and its annual growth rate</i></p>



	<p><i>is expected to be 9.4%. What are the investment opportunities, how do you stay competitive in this market and how can you drive higher ARPUs?</i></p> <p><u>Panelists:</u> Ngo Thi Bich Hanh, SVP, BHD - Vietnam Media Corp Greg Armshaw, Head of Media Asia, Brightcove Harini Gopalakrishnan, CFO, Galaxy Play Ian McKee, CEO, Vuulr</p> <p>With Celeste Campbell-Pitt, Chief Policy Officer, AVIA</p> <p>BRIGHTCOVE[®] VIDEO THAT MEANS BUSINESS™</p>
11:50	<p>Taking the Consumer Experience on Video Streaming to the Next Level <i>Every video-streaming player wants us to believe that the only essential ingredient for binge-watching is great content. Amidst aggressive content marketing, technology is what underpins a sublime consumer experience. We look at the different types of technology that can enhance consumer experience and create a perceived value for content. How can an organisation view technology as an investment today that can improve business profitability in the long run and how is its ROI being measured?</i></p> <p><u>Panelists:</u> Hrishikesh Varma, Director Product Management, Akamai Technologies Ashim Mathur, Senior Regional Director, Emerging Markets, Dolby Laboratories Dokyung Lee, VP Sales APAC, Viaccess-Orca</p> <p>With James Miner, CEO, MinerLabs & Video Assure</p>
12:20	<p>Lunch Break</p>
13:30	<p>How Content Providers Could Connect to Online Audiences Successfully and Uncover New Revenue Streams <i>Attracting today's viewer is no longer just about the content. Content providers need a holistic distribution strategy which considers various platforms, timing, formats and devices. Understanding the role and strengths of each distribution platform is essential, but fragmented viewership can make it difficult to measure success. This session will help the audience understand YouTube's unique strengths and provide examples of how Vietnamese broadcasters have been leveraging YouTube to reach new audiences and uncover new revenue streams.</i></p> <p>Mukpim Anantachai, Head of Partnerships, Vietnam & Thailand, YouTube</p> <p> YouTube</p>
13:45	<p>The Rise of AVOD in Vietnam <i>The AVOD business represents a fast-growing opportunity in the Vietnam market but also presents challenges in getting its content discovered by viewers. According to Statista market forecast, VOD sales in Vietnam is predicted to reach US\$141 million by 2024, with SVOD making up the lion's share, estimated to have generated US\$71m in 2019 and predicted to account for US\$120m by 2025. What lies ahead for Vietnam OTT advertising as consumption</i></p>



	<p><i>soars and device adoption evolves? How receptive are the Vietnamese consumers to advertising on OTT and what are their preferences? How can broadcasters/content owners open up their inventory to maximise ad revenue?</i></p> <p>15min presentation by Anthony Tsang, Director of Business Development, Magnite followed by a panel discussion.</p> <p>Panelists: Andrew Niblett, Chief Investment Officer, GroupM Vietnam Anthony Tsang, Director of Business Development, Magnite John Xavier, VP of Brand & Ads Solutions, POPS Worldwide Giang Nguyen, Lead Director, Inventory Partnerships, SEA, The Trade Desk</p> <p>With Greg Armshaw, Head of Media Asia, Brightcove</p> <h1>Magnite</h1>
14:30	<p>The Pernicious Problems of Piracy</p> <p><i>Paid streaming services have been thriving in Vietnam, with global names such as Netflix and HBO GO gaining a strong foothold in the market and local streaming platforms such as Fim+ and FPT Play rising at a swift rate. Meanwhile, online piracy remains prevalent and presents a major obstacle for companies in this segment to fully optimise their potential. 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 Vietnamese consumers to legal services.</i></p> <p>Panelists: Ngo Thi Bich Hanh, SVP, BHD - Vietnam Media Corp Mark Mulready, Vice President - Cyber Services, Irdeto Phan Vu Tuan, Managing Partner, Phan Law Vietnam Sean Godfrey, Senior Commercial Solicitor (APAC), The Premier League</p> <p>With Aaron Herps, GM, AVIA Coalition Against Piracy (CAP)</p>
15:00	<p>Global or Local Content – What do Vietnamese Want?</p> <p><i>Vietnam’s VOD streaming market has been growing rapidly, with the pandemic prompting more consumers to migrate to these services. This has sparked fierce competition between local and foreign players who are vying to raise their content competitiveness to win the hearts of local consumers. Which types of content on the VOD platforms are resonating with local viewers? How do changing consumer habits affect content strategies and in particular, how do you cater your offering to speak to younger audiences?</i></p> <p>Nguyen Hanh, President, Q.net With Celeste Campbell-Pitt, Chief Policy Officer, AVIA</p>
15:20	<p>Closing Remarks and End of Conference</p>



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