

# WEBINAR THE FUTURE OF TV

24 Aug 2021

11:00 AM - 12:00 PM (UTC+8)

10:00 AM - 11:00 AM (UTC+7)

BRIGHTCOVE

11:00	<b>Opening Remarks</b> <b>Lexie Knauer</b> , Senior Product Marketing Manager, <b>Brightcove</b>
11:00	<b>The Future of TV: Industry Overview</b> <i>2020 has been the breakout year for OTT streaming and will be remembered as the year the streaming wars intensified to a new high. To thrive in the current and future OTT landscape, whether it is to compete or simply co-exist in the market, it is vital to have an in-depth understanding of your consumers' preferences towards OTT services. This opening presentation will review recent trends of OTT TV in Southeast Asia, with a focus on Indonesia and Malaysia. It will also explore strategies for future growth in these three key areas - Customer Acquisition, Customer Retention and Revenue.</i>  <b>Greg Armshaw</b> , Head of Media Asia, <b>Brightcove</b>
11:15	<b>The Future of TV: Advertising Insights</b> <i>According to a report by The Trade Desk and Kantar, 180 million viewers in Southeast Asia are consuming 8 billion hours of OTT content over the internet every month, driving a significant transformation in the TV landscape. Indonesia in particular consumes the most OTT content, watching almost three billion hours of OTT per month. What does this shift mean to advertisers and brands? How can marketers make the most out of their OTT spend and shape successful campaigns that go beyond traditional TV?</i>  <b>Kautsar Ikrami</b> , Senior Manager, Inventory Partnerships, <b>The Trade Desk</b>
11:30	<b>Local and Regional Perspectives: Rethinking Your Streaming Strategy for Growth</b> <i>Despite media giants like Disney+, Netflix, Amazon, WarnerMedia and YouTube dominating the streaming environment, hundreds of other OTT platforms are still pulling in good numbers. The OTT market has room for a variety of local and regional players that cater to targeted and niche consumers. This session will look at what it takes to build an economically viable OTT service in the region, what the growth potentials are in the market, how an organisation can build value for their consumers, and gain an advantage in OTT advertising over the giants.</i>  <u>Panelists:</u> <b>Azalea Aina</b> , VP Marketing, <b>Emtek Digital</b> <b>Bogie de Guia</b> , CTO and Co-Founder, <b>Tap Digital Media Ventures</b> <b>Kautsar Ikrami</b> , Senior Manager, Inventory Partnerships, <b>The Trade Desk</b> <b>Varun Mehta</b> , Country Head – Indonesia, <b>Viu</b>  <i>With Purwa Jain</i> , MD of Product Growth, <b>AnyMind Group</b>
12:00	<b>Closing Remarks</b>

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Programme as of 30 July 2021 (subject to change).