



## Final Programme

Time in JKT	
08:30	<b>Delegate Registration</b> Ballroom 1 Foyer, G/F, Hotel Mulia Senayan, Jakarta
09:30	<b>Welcome Address by Emcee</b>
09:35	<b>Opening Address</b> <b>Louis Boswell, CEO, AVIA</b>
09:40	<b>Opening Keynote</b>  <b>Yuliandre Darwis, Commissioner, Indonesian Broadcasting Commission (KPI)</b>  <i>With Louis Boswell, CEO, AVIA</i>
10:00	<b>State of the TV and Video Streaming Industry in Indonesia</b> This opening session highlights the state of Indonesia’s video nation in the new post-pandemic economy and key emerging trends that are shaping the future course of the television and online video sectors. It also highlights the impact that macro and industry disruption is having on the media and telecom sectors in the market. What are the key strategic paths to value as stakeholders strive to monetize content & connectivity in the online ecosystem?  <b>Bettina Cavenagh, President Director, Clarity Research Indonesia, Indonesia Consultant, AVIA</b>
10:15	<b>Growth and Monetisation</b> According to Media Partners Asia, the value of the market for online video content consumption in Indonesia is growing at 33% per year and is estimated to be worth nearly USD 5 billion by 2027. Indonesia’s SVOD industry has made significant strides with local content playing an outsized role in influencing subscriber acquisition across SVOD platforms in 2021. In this session, we look at how are local and international streaming providers are planning for growth. Can local content that was once the domain of ad supported domestic TV now drive subscription uptake? Is subscription the pre-eminent business model and is an ad free experience what consumers want and are prepared to pay for? Subscriber growth vs price increases – how do they balance this equation?  <u>Panelists:</u> <b>Guntur Siboro</b> , Country Head - Indonesia, <b>Lionsgate Play</b> <b>Hermawan Sutanto</b> , COO, <b>Vidio</b> <b>Avijit Dutta</b> , Deputy Country Manager, Indonesia, <b>Viu</b>  <i>With Unmish Parthasarathi, Founder &amp; Executive Director, Picture Board Partners</i>
10:45	<b>Coffee Break</b>  
11:10	<b>Keynote Conversation: Sports, Entertainment and Strategic Expansion</b> Vidio-owner Emtek is betting heavily on streaming and the expansion of Indonesia's digital economy, while still keeping traditional TV alive. How will one of the most ambitious Indonesian conglomerates create and exploit value across its streaming services, content libraries, and legacy TV business for both consumers & investors alike? What is



	<p>its approach towards creating a definitive destination for entertainment and sports? What other new businesses are they betting big on?</p> <p><b>Sutanto Hartono</b>, MD, EMTEK, CEO, SCM, CEO, <b>Vidio</b></p> <p><i>With Louis Boswell</i>, CEO, <b>AVIA</b></p>
11:30	<p><b>Content Landscape in Indonesia: How Has it Changed in the Age of Streaming?</b></p> <p>With the rise of streaming there has been more focus than ever before on the choice of content each platform is acquiring and producing. What are the commissioning and acquisition strategies of both established and new entrants to the Indonesia market and how has it shifted between linear and VOD? Which content genres are driving this investment today? How do they find the right balance between content cost and return - is co-production the key to mitigating these concerns?</p> <p><u>Panelists:</u>  <b>Ashim Mathur</b>, Senior Regional Director, Japan &amp; Emerging Markets, <b>Dolby Laboratories</b>  <b>Dave Ulmer</b>, Chief Commercial Officer, <b>MD Entertainment</b>  <b>Monika Rudijono</b>, MD, <b>Vidio</b>  <b>Clarissa Tanoesoedibjo</b>, MD, <b>Vision+</b></p> <p><i>With Maria Liza Ginting</i>, Country Head, Indonesia and Philippines, <b>Zee Entertainment Enterprises (ZEEL)</b></p>
12:00	<p><b>In Conversation: Mola - Built in Indonesia, Streaming around the World</b></p> <p>Mola started as a Sports streaming service in Indonesia. In the last couple of years, Mola has built a holistic streaming service, with live sports, live events, movies and TV shows and has expanded into several Southeast Asian and European markets. In this conversation, we will hear about Mola's journey from a domestic to international streaming service, challenges that came along with the international expansion and what's their approach to continuous innovation to stay competitive.</p> <p><b>Ching Ping Lee</b>, CTO, <b>Mola</b></p> <p><i>With Sushant Sharma</i>, VP APAC, <b>Conviva</b></p> 
12:20	<p><b>In Conversation: Video, Music and Games in the Mobile Economy</b></p> <p>Telecom operators in Indonesia have taken active roles in the country's emerging digital economy to innovate and create value for their customers. How is video entertainment driving the product and investment plans of Indonesia's leading mobile operator? What are the opportunities for telcos to leverage on gaming and music? What's next for the telco incumbent &amp; digital innovator?</p> <p><b>Dedi Suherman</b>, TV Video Division Head, <b>Telkom Indonesia</b></p> <p><i>With Virat Patel</i>, MD, <b>Pioneer Consulting Asia-Pacific</b></p>
12:40	<p><b>Lunch Break</b></p>



<p>14:00</p>	<p><b>The Future of Pay TV</b></p> <p>According to a report by GlobalData, the Indonesian Pay TV market is set to grow by more than US\$130 million over the coming years. While cable TV subscriptions will decline at a CAGR of 19% between 2020 and 2025, these losses will be offset by considerable growth in DTH and IPTV subscriptions. Where is the Pay TV business going? Will the growing consumption of streaming services undermine the Pay TV business model and if so, how will its content strategy change as a result?</p> <p><i>10min presentation by Nielsen Media Indonesia on the overview of the Pay TV market.</i></p> <p><u>Panelists:</u>  <b>Marlo Budiman</b>, CEO &amp; President Director, <b>Link Net</b>  <b>Ade Tjendra</b>, CEO, <b>MNC Vision Networks</b>  <b>Stéphane Le Dreau</b>, SVP, Regional General Manager APAC, <b>NAGRA</b>  <b>John Huddle</b>, Director, Market Development, Asia, <b>SES</b></p> <p><i>With Hellen Katherina</i>, Country Lead, <b>Nielsen Media Indonesia</b></p>
<p>14:40</p>	<p><b>How Content Providers Leverage YouTube to Reach New Audiences and Uncover New Revenue Streams</b></p> <p>This session will provide insights on understanding YouTube's unique strength and how Indonesian broadcasters have been leveraging YouTube to reach new audiences and uncover new revenue streams.</p> <p><b>Suwandi Widjaja</b>, Country Head, Partnerships Indonesia, <b>YouTube</b></p> 
<p>14:55</p>	<p><b>The Future of Site Blocking</b></p> <p>Over recent years Indonesia has led the way in regulatory site blocking with regular, rolling waves of blocking having a demonstrative impact on online piracy in Indonesia. However, pirates will always move the goal posts. CAP will moderate a session with local and international industry players to discuss what can be done to ensure Indonesia remains at the cutting edge of effective site blocking.</p> <p><u>Panelists:</u>  <b>Aaron Herps</b>, Head of Content Protection - APAC, <b>The Premier League</b>  <b>Hermawan Sutanto</b>, COO, <b>Vidio</b></p> <p><i>With Matt Cheetham</i>, GM, <b>AVIA Coalition Against Piracy (CAP)</b></p> 
<p>15:25</p>	<p><b>Protecting the Entire Video Consumption Journey = Protecting Your Bottom Line</b></p> <p>The OTT market is huge with thousands of apps playing content on many different consumer devices. For streaming service providers, content and viewer protection is all about revenue security and monetising their valuable rights. But how can you keep them secure in a multi-screen environment in today's world? In this session, we explore real examples of how organisations are addressing these issues, and what is required to secure their OTT video services and ultimately their bottom line.</p> <p><b>Tommy Sullivan</b>, CTO, <b>Vidio</b></p>



	<p>With <b>Gobi Tarmat</b>, Senior Director of Presales, Asia Pacific &amp; Japan, <b>Akamai</b></p> 
15:45	<p><b>Coffee Break</b></p> 
16:00	<p><b>Delivering an Enhanced Viewing Experience to Minimize Churn</b>                  Competition amongst OTT platforms is rapidly increasing. Beyond the large organizations, many smaller entities are taking a leap into OTT, with niche offerings gaining in popularity. With all this choice and recent reports stating that consumers are starting to feel the impact of OTT fatigue, how can streaming service providers minimize churn? In this session, we will hear case studies on how some of these platforms have discovered ways to control costs, optimize operations and improve the end user viewing experience better than the competition.</p> <p><u>Panelists:</u>  <b>Xavier Leclercq</b>, VP Business Development, <b>Broadpeak</b>  <b>Jay Jenkins</b>, Global Tech Evangelist, <b>BytePlus</b>  <b>Cliff Sutantijo</b>, SVP Growth &amp; Strategy, <b>Vidio</b></p> <p>With <b>Sushant Sharma</b>, VP APAC, <b>Conviva</b></p>
16:30	<p><b>The Future of Ad Supported Premium VOD in Indonesia</b>                  Ad-supported viewership accelerated in Indonesia as the hunger for on-demand content grew. According to a recent study by The Trade Desk, there are more than 50 million viewers who rely on ad-supported OTT in Indonesia. Are AVOD services likely to get more “premium”? What types of audiences are ad-funded premium streaming services delivering? How has the rise in ad-supported viewership helped drive new opportunities for advertisers and increase scalability of premium AVOD?</p> <p><u>Panelists:</u>  <b>Gavin Buxton</b>, MD Asia, <b>Magnite</b>  <b>Florenca Eka</b>, Country Manager, Client Services – Indonesia, <b>The Trade Desk</b>  <b>Lesley Simpson</b>, Country Head, <b>WeTV and iflix Indonesia</b></p> <p>With <b>Louis Boswell</b>, CEO, <b>AVIA</b></p>
17:00	<p><b>Addressing the Concerns of Programmatic and CTV Adoption in Indonesia</b>                  Indonesia has great potential for the future development and growth of programmatic and CTV advertising, especially with its young demographic driving the consumption of video content and streaming services. But the single biggest barrier to programmatic and CTV adoption in Indonesia is the lack of expertise in this space. We will look at how the issues over differentiating inventory and adoption could be addressed and also tackle the challenges with audience verification, measurement, viewability and standardization.</p> <p><u>Panelists:</u>  <b>Akshay Sharma</b>, Chief Investment Officer, <b>GroupM Indonesia</b>  <b>Nick Chuah</b>, VP, Global Business Development, <b>INVIDI</b></p>



	<p><b>Tom Dover</b>, Director, Video Marketplace Development, APAC, <b>Xandr</b> <b>Rajiv Singh</b>, VP, Digital Ad Sales &amp; Distribution, <b>Viu</b></p> <p><i>With</i> <b>Kautsar Ikrami</b>, Inventory Partnership Lead, Indonesia, <b>The Trade Desk</b></p>
17:30	<b>Closing Remarks followed by Cocktail Reception</b>





**SPEAKER PROFILES**

	<p><b>Yuliandre Darwis, Commissioner, Indonesian Broadcasting Commission (KPI)</b></p> <p>Yuliandre Darwis, Ph.D was born in Jakarta, 21 July 1980. He studied communications at Padjadjaran University, Bandung and got his master and Ph.D from UiTM Malaysia.</p> <p>He was a Chairman/Commissioner of Indonesian Broadcasting Commission 2019-2022 and Chairman of ISKI (Ikatan Sarjana Komunikasi Indonesia) for 2013-2017 and also a President of Organization of Islamic Cooperation (OIC) Broadcasting Regulatory Authorities Forum (IBRAF) for 2016-2018.</p> <p>At present, he is an advisor for Minister of Tourism and Creative Economy and active lecturer teaching communications in various universities in Indonesia</p>
	<p><b>Gobi Tarmat, Senior Director of Presales, Asia Pacific &amp; Japan, Akamai</b></p> <p>Gobi has over 20 years of experience in Technology, Media and Cloud Computing industry across Europe and Asia Pacific &amp; Japan. He held various roles in his career from sales, pre-sales, enterprise architecture, project management and technical consultancy. Gobi has designed and delivered large-scale digital media projects to scale, optimize, and secure customer online initiatives</p>
	<p><b>Louis Boswell, CEO, AVIA</b></p> <p>Louis Boswell is the Chief Executive Officer of the Asia Video Industry Association. As CEO, his remit is to lead the industry through championing all broad based initiatives that result in a more vibrant and healthy video ecosystem. This includes being at the forefront of industry research, supporting evolving business models, understanding the role of technology, representing the industry in conversations with regulators and taking a leading role in eliminating piracy.</p>
	<p><b>Matthew Cheetham, GM, AVIA Coalition Against Piracy (CAP)</b></p> <p>The General Manager of AVIA’s Coalition Against Piracy (CAP), Matthew Cheetham is a qualified lawyer specializing in intellectual property (IP), more specifically copyright protection. AVIA represents the major video industry players in Asia Pacific (APAC) and as General Manager of CAP Matthew oversees all CAP anti-piracy efforts for its members.</p> <p>Matthew has over 20 years’ experience working in APAC for some of the largest content producers in the world. Prior to taking up his role at CAP, Matthew worked as the Premier League’s Head of Business Affairs, APAC.</p>



**Bettina Cavenagh, President Director, Clarity Research Indonesia, Indonesia Consultant, Asia Video Industry Association (AVIA)**

Bettina Cavenagh has been CASBAA's Representative in Indonesia since 2007. She is also the Founder and President Director of PT Clarity Research Indonesia, a company established more than ten years ago specialising in B2B market research. Previously, she worked at CastleAsia in Jakarta. She has a MA in Economic Development and Policy Analysis from Nottingham University.



**Xavier Leclercq, VP Business Development, Broadpeak**

Xavier Leclercq is Vice President of Business Development at Broadpeak. In his role he drives business development strategy to further consolidate the company's position as a leading provider of video delivery technologies. Prior to joining Broadpeak, Xavier was a Director of IP video at Nokia and Alcatel-Lucent, where he led teams in consulting and business development for six years. He has more than 15 years of international experience in the IP video industry, with expertise in consulting and selling technology to content owners and network operators across the globe.



**Jay Jenkins, Global Tech Evangelist, BytePlus**

Jay is the Global Tech Evangelist for BytePlus and helps organizations and practitioners transform their technologies and processes in order to support more agile, scalable, and secure digital operations. Jay has more than 20 years of experience applying transformative technologies to a wide range of industries around the globe.



**Sushant Sharma, VP APAC, Conviva**

Sushant currently heads Conviva in Asia-Pacific and Japan where he is responsible for Conviva's revenue growth in the region. Prior to joining Conviva, he was Managing Director at Qvest Media, a broadcast media technology consulting and system integration company. Before Qvest Media, Sushant worked at Accedo, a leading OTT technology company, where he held sales leadership, business development and functional leadership roles in the APAC region. Sushant has vast experience in developing go-to-market strategy, innovation strategy, service ideation and business planning engagements.



**Ashim Mathur, Senior Regional Director, Japan & Emerging Markets, Dolby Laboratories**

As Senior Regional Director – Marketing for Japan & Emerging Markets (India, SEA, ANZ & MEA), Ashim Mathur leads the marketing function for Dolby Laboratories while implementing overall go-to-market plans for the brand to connect with consumers across the region. His core responsibilities include driving the product & field marketing operations across regions. With a total experience spanning over 22 years, Ashim has never let entertainment out of his career. Prior to joining Dolby, he worked with Microsoft and LG Electronics India.



**Akshay Sharma, Chief Investment Officer, GroupM Indonesia**

Akshay is a media professional, an investment specialist who has handled a wide-ranging portfolio of clients and media, across agencies and the publisher side. With an astute holistic perspective, consistently driving value and advantage for clients and business alike is always his endeavor. He currently manages investments for GroupM Indonesia, working towards making advertising better for people.



**Nick Chuah, VP, Global Business Development, INVIDI**

Nick Chuah, an accomplished media ad-sales professional, witnessed significant video ad-industry transitions, from the first pre-roll to Programmatic-TV and today, Addressable-TV. He disbelieves the naysayer’s chant of “TV is dead” but rather rebut that “TV is evolving”. As INVIDI’s APAC VP Sales/GM, he spearheads the introduction of the cross-video ad technology, merging both linear and online TV inventories. Nick has a Bachelors Degree in E&E Engineering (Hons) from USM and Big Data Engineering for Analytics Certificate from NUS.



**Marlo Budiman, CEO & President Director, Link Net**

Mr. Marlo Budiman joined Link Net as Chief Executive Officer (CEO) in 2017 after a successful career over 2 decades in senior executive and C-suite roles across multiple industries and including telecommunications industry.

Since Mr. Budiman joined, Link Net has experienced significant growth with an additional of 1 million homes, 250 thousand subscribers and double-digit Revenue and EBITDA growth. Mr. Budiman successfully consolidated Link Net’s position as the 2nd largest provider of high-speed internet and Pay TV services in Indonesia.



### **Guntur Siboro, Country Head - Indonesia, Lionsgate Play**

Dr. Guntur Siboro is the Country Head – Indonesia for Lionsgate Play, the video OTT arms of Lionsgate Group. Prior to Lionsgate Play, he was the Country Head – Indonesia for HOOQ, a start-up joint venture established by Singtel, Sony Pictures and Warner Bros. Guntur has held other leadership roles in Aora TV, an Indonesian pay TV operator and Indosat, the second largest Indonesian fully integrated telco operator.



### **Gavin Buxton, MD Asia, Magnite**

Gavin currently leads the growth of Magnite Asia, where he is focused on helping media owners and brands win across every channel and format. Gavin has over 19 years' global experience in the digital advertising space, having worked in leadership roles at tech and publishing companies, including Microsoft, Turner Broadcasting and LinkedIn, with the last ten years based in Asia building businesses. His working knowledge spans television, digital, search, programmatic, mobile, content marketing and social media.



### **Dave Ulmer, Chief Commercial Officer, MD Entertainment**

Dave has built his career bridging technology and content. As MD Pictures' Chief Commercial Officer and board director he leads MD's digital business. Previously Dave helmed XL Axiata's Home Broadband & Entertainment business. Prior to that, Dave served as Managing Director of Digital Home for the SingTel Group, reaching over 500 million broadband, wireless, and digital TV subscribers across 25 countries. He was previously the Global Head of Content & Services for LG, based in Seoul.



### **Ade Tjendra, CEO, MNC Vision Networks**

Ade Tjendra served as President Director of PT MNC Vision Networks Tbk since 2019. He has more than 20 years experience in the Media and Telecommunication business. Currently he also works as President Commissioner of PT MNC Sky Vision Tbk (MNC Vision), PT MNC OTT Network (Vision+) & PT Digital Vision Nusantara (K-Vision), CEO of PT MNC Kabel Mediacom (MNC Play). Prior to current position, he held other positions at Moratelindo (Sinar Mas group).

	<p><b>Ching Ping Lee, CTO, Mola</b></p> <p>As a technically sophisticated and award winning executive leader, CP have acquired over 20 plus years of dynamic experience leading engagements with potential and existing partners to source new business, inspire customer loyalty, and add positive effect to the top and bottom line. CP is widely known to be a proactive communicator, skilled analyst, and careful planner adept at building mobile and web products that respond to business needs, advance organisational goals, and improve customer experience.</p>
	<p><b>Stéphane Le Dreau, SVP, Regional General Manager APAC, NAGRA</b></p> <p>Stéphane Le Dreau is the Senior Vice President, Regional General Manager APAC at NAGRA. He joined the company in 2009 as VP Product and Solutions in the marketing organization and has taken South Asia Sales responsibility in 2011. Prior to joining NAGRA, he has over 20 years of experience in the management of complex solutions in international environment, holding various senior sales and marketing positions at Nortel in Dallas (US), Hong Kong, Paris (France) and London (UK).</p>
	<p><b>Hellen Katherina, Country Lead, Nielsen Media Indonesia</b></p> <p>Hellen Katherina serves as the country leader of media for Nielsen Indonesia since 2015. She oversees the entire media business and is responsible for growing the business. Hellen started her career at Nielsen in 2001 handling business development role where she was exposed to all Nielsen media services including TV, print, radio and Advertising Information Service. She also expanded her role to manage the client service team. Prior to Nielsen, she held other senior positions at Indovision and Lippo Group.</p>
	<p><b>Unmish Parthasarathi, Founder &amp; Executive Director, Picture Board Partners</b></p> <p>Unmish's love affair with digital video started in 2000, when he was deputed from the London newsroom of Sports News Television (IMG's JV with the Associated Press) to create a wholesale service offering for "portals". Next came a startup, creating videos of Champions League matches and Robbie Williams concerts followed by the iPlayer at the BBC, ESPN Player in Singapore, KL and Hong Kong, Ballball in Indonesia, Vietnam &amp; Japan, and, in-match video highlights for the ICC in 140+ countries.</p>



	<p><b>Virat Patel, Managing Director, Pioneer Consulting Asia</b></p> <p>Virat Patel is the Managing Director of Pioneer Consulting Asia, a management consultancy specialising in telecoms, media and digital in Asia. He is based in Singapore. He has extensive experience in business strategy, business planning, and market entry. He has developed pay TV, broadband and video strategies for platforms and content providers. His team has undertaken primary research on changing viewing habits in 10 markets in Asia. He is also an executive coach and mentor to executives in media and telecoms.</p>
	<p><b>John Huddle, Director, Market Development, Asia, SES</b></p> <p>John leads SES Video’s market development activities in Asia-Pacific. In this role, John is responsible for developing new business opportunities across the region and driving strategic relationships and ventures with key stakeholders including customers, governments, regulatory bodies, vendors and service providers.</p> <p>John is also responsible for providing in region support in delivering SES Videos’ value-added solutions and Media platforms. In a 15-year career span, John has led global sales activities and driven customer engagement strategy for satellite operator Intelsat and mobile satellite communications company Thuraya.</p>
	<p><b>Dedi Suherman, TV Video Division Head, Telkom Indonesia</b></p> <p>Dedi Suherman has extensive experience in the Telecommunication Sector and Digital Services, as well as in Digital Content Businesses across Music, Games, and Video. Dedi was appointed Head of TV Video Division at Telekom Indonesia, and President Commissioner of DIGISERVE in March 2022. Prior to his current position, Dedi served in numerous leadership roles, namely as the CEO of Melon Indonesia; the CEO and Founder of TELKOMCEL Timor Leste; and VP and GM in various fields at Telkomsel.</p>
	<p><b>Aaron Herps, Head of Content Protection - APAC, The Premier League</b></p> <p>Aaron joined the Premier League’s Singapore office in March, 2022 as the Head of Content Protection - APAC. He has been involved in content protection for over 15 years, working with trade organisation, broadcasters and sports bodies to undertake lobbying, investigations and enforcement across Asia Pacific.</p> <p>He holds a Masters Degree in Policing, Intelligence and Counter-Terrorism and is currently undertaking research into the efficacy of website blocking across South-East Asia.</p>



	<p><b>Florencia Eka, Country Manager, Client Services – Indonesia, The Trade Desk</b></p> <p>Flo started with an internship at IPG, USA and she later joined Mindshare and Comscore to pursue more opportunities in the media industry.</p> <p>Seeking exciting and emerging opportunities in the developing Indonesian market, she joined The Trade Desk, where she found her niche. In this role she combines her love of data and science with her deep understanding of brands. She worked with numerous global clients and continues to deliver new and exciting projects in the growing Indonesian market.</p>
	<p><b>Kautsar Ikrami, Inventory Partnership Lead, Indonesia, The Trade Desk</b></p> <p>Kautsar Ikrami is The Trade Desk’s Inventory Partnership Lead for Indonesia. With over eight years of experience in both TV &amp; digital media companies, he specializes in his roles in programmatic advertising, including onboarding media owners, broadcasters, connected TV players, and OTT platforms and managing relationships of all inventory partners spanning all channels to grow their programmatic dollars. During his career, digital sales &amp; marketing have always been the focus, leading the way in this constantly growing programmatic industry.</p>
	<p><b>Sutanto Hartono, MD, EMTEK, CEO, SCM, CEO, Vidio</b></p> <p>Sutanto Hartono currently serves as the Managing Director of PT. Elang Mahkota Teknologi (Emtek), Tbk., the CEO of Surya Citra Media (SCM), Tbk., the CEO of Surya Citra Televisi (SCTV), and the CEO of Vidio.</p> <p>He is leading the effort to establish SCM leadership in the broadcast industry and aligning strategy to transform the Emtek group to be the dominant player in the content production and digital platform. Prior to his current roles, Sutanto served leadership roles in Microsoft, Rajawali Citra Televisi Indonesia (RCTI) and Sony Music Entertainment Indonesia.</p>
	<p><b>Hermawan Sutanto, COO, Vidio</b></p> <p>Hermawan has experience across high-tech companies over the past ten years. He is currently the COO of Vidio, the #1 OTT and the ultimate destination for Indonesian people to watch quality curated content especially local original series and premium sports. Vidio is the official broadcaster of EPL and FIFA World Cup 2022. Prior to joining Vidio, he co-founded a local start-up which provides an inclusive digital platform for B2B ecosystem to consolidate indirect long-tail spend.</p>



**Monika Rudijono, MD, Vidio**

Monika Rudijono is the Managing Director at Vidio, the largest Indonesia-based over-the-top (OTT) streaming platform, which has been achieved by uniquely capitalizing on local content and sports broadcasting paired with free-to-air service.

Monika has more than two decades of experience building brands and leading companies in Indonesia. Before joining Vision, she has held leadership positions in ISOBAR Indonesia, Grey, Uber Indonesia and Lazada. In October 2021 Monika joined Vidio as Managing Director, where she continues to expand Vidios's ever-growing business.



**Tommy Sullivan, CTO, Vidio**

As the Chief Technology Officer for Vidio, Tommy leads the software and data engineering teams. He helps the team realize business objectives through lean development principles and extreme programming practices. Prior to joining Vidio, Tommy was a software consultant at Pivotal Labs in San Francisco and Singapore. With that experience, he joined Emtek to rebuild Liputan6 as well as sports and entertainment verticals. Vidio began as a service to empower that media portfolio and has grown into the OTT platform that millions of Indonesians enjoy every day.



**Cliff Sutantijo, SVP Growth & Strategy, Vidio**

Cliff is the SVP of Growth & Strategy in Vidio, the number one Indonesian OTT. Prior to joining Vidio, Cliff has led Growth & Marketing teams in Qoala, largest SEA insurtech based in Indonesia and Ninja Van's Indonesia's presence. Prior to his experience in tech, he has wide range of experience in Consulting with EY, Roland Berger and Deloitte, advising clients from multiple different industries such as FMCG, banking, power and utilities, mining and automotive sparepart distribution.



**Clarissa Tanoesoedibjo, MD, Vision+**

Clarissa Tanoesoedibjo is the Managing Director of Vision+, MNC Group's Subscription-based OTT platform. She started off as a Programming Deputy Director in MNC Vision Networks in April 2020 for MNC Vision, MNC Play, Vision+ and Vision+ TV, overseeing programming and productions for 13 in-house MNC Channels. She also led the Original Content Productions arm for Vision+ under the production house, Vision Pictures, that specifically produces original content for Vision+. She is also a Commissioner in Migo Indonesia and a Director in Anak Muda Group.



	<p><b>Avijit Dutta, Deputy Country Manager, Indonesia, Viu</b></p> <p>Avijit Dutta (AD) is a media business executive with over two decades across television, computer &amp; mobile as customer interfaces. AD has worked for large corporate enterprises like Tatas, Bakrie Group, PCCW, successfully building digital media businesses across Asia. AD's passion for sustainability has also enabled him to venture out as mentor &amp; investor of start-ups aligned to UN SDGs. AD is currently leading VIU's growth in Indonesia.</p>
	<p><b>Rajiv Singh, VP, Digital Ad Sales &amp; Distribution, Viu</b></p> <p>Electronics Engineering and PGCSM in Marketing (IIM- Kozhikode), currently working as Head of Digital ads sales, distribution &amp; syndication of content at Viu (Indonesia). Previously worked as Revenue Head of SonyLiv.com (Sony Pictures OTT App) for digital ads sales and in past worked with Digital Ads Sales Head for Flipkart Internet PVT Ltd (Walmart India ecommerce), Star TV – Disney (Managing Hotstar and Offline TV Ad sales), Amagi Media, News website (Network18).</p>
	<p><b>Lesley Simpson, Country Head, WeTV and iflix Indonesia</b></p> <p>Lesley started her career in the media industry and has possessed more than 18 years of experience in marketing, business development, content production and executive management.</p> <p>Under Lesley's management, the "Little Mom" web series won the MURI Awards in 2021 and the "Layangan Putus" web series was watched 15 million times just one day after it's broadcasted, bringing WeTV to the top of mind OTT in Indonesia. In 2021 according to App Annie, WeTV is number one in Indonesia in downloads and highest grossing.</p>
	<p><b>Tom Dover, Director, Video Marketplace Development, APAC, Xandr</b></p> <p>Tom leads the demand side of the Xandr business across JAPAC. Tom's mandate is to help large global buyers, agencies and trade desks get the best out of programmatic buying by delivering creative and differentiated solutions. Originally from the UK, Tom moved to Australia to double down on diving, skiing and generally being outdoors as much as professionally possible.</p>



### Suwandi Widjaja, Country Head, Partnerships Indonesia, YouTube

Suwandi is leading the Youtube Indonesia team to grow YouTube partners and ecosystems in Indonesia with 15+ years experience in the industry. Suwandi was formerly the director and commissioner for MyRepublic Indonesia (Sinarmas Group), an internet service provider company, where he helped to grow the company into a leading ISP in the country. Prior to MyRepublic, he was a management consultant at Boston Consulting Group. He earned a Bachelor of Commerce from University of British Columbia, while also studying for a Master in Software Engineering.



### Maria Liza Ginting, Country Head, Indonesia and Philippines, Zee Entertainment Enterprises (ZEEL)

Maria Liza Ginting is currently the country head, Indonesia and Philippines for Zee Entertainment Enterprises Limited (ZEEL) since 2013. Ginting has wide experience across content acquisition and distribution and a deep understanding of local audience behaviour. Prior to ZEE, she held other senior positions at PT Nadira Internedia Nusantara, BestTV New Media, PT Global Comm Nusantara, PT. Indonusa Telemedia, PT. First Media and Indovision.

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