

Programme

Time in KST	
08:30	Delegate & Speaker Registration Grand Ballroom, Lobby Floor, The Westin Josun Seoul
09:30	Welcome Address and Market Overview - State of the Video Industry in Korea Louis Boswell, CEO, AVIA
09:50	Opening Address by Guest of Honour Hyoung-Hwan Ahn, Vice Chairman, Korea Communications Commission (KCC) <i>With Celeste Campbell-Pitt, Chief Policy Officer, AVIA</i>
10:10	Keynote Conversation: The State of Media in Asia - Embracing a New Normal The pandemic in 2020 was a game-changing event that has caused mass disruption worldwide. What has changed for the video industry since, as we enter into a new normal of living with the pandemic? In this conversation with Clément Schwebig, he will share his views on the state of the industry now, and the regional strategy and priorities for the newly formed company, Warner Bros. Discovery, which operates across multiple lines of business, from Pay TV Networks and Streaming, to Theatrical, Home Entertainment, Content Licensing, Consumer Products, Games and Original Content Production. Clément Schwebig, President & MD, India, Southeast Asia & Korea, Warner Bros. Discovery <i>With Louis Boswell, CEO, AVIA</i>
10:30	How has the Korean Content Landscape Changed in the Age of Streaming? Korean content is increasingly embedded into the global media and entertainment ecosystem. What's next for Korean content as key media players capitalise on Korean creative talent, IP & stories to create content for global audiences? With the rise of streaming, what has changed when it comes to the content being produced and acquired? What does life look like from the viewpoint of a content producer – is this a golden age of production? Are budgets bigger and creative voices stronger or is the pressure simply higher while budgets remain squeezed? <u>Panelists:</u> Hyun Park, SVP, Global Division, Studio Dragon Marianne Lee, Chief of Content Acquisition and Development, Viu <i>With Jeeyoung Lee, GM Korea, Warner Bros. Discovery</i>
11:00	Joint Conversation: International Co-Productions with Global Potential It's no secret that producing Korean drama comes with a hefty price tag. Hence global streaming companies are now ramping up co-productions with local broadcasters and streaming providers in a bid to provide viewers with high-quality content at lower costs. What is this doing to content costs and for both volume and cost of production? Is co-production the key to mitigating high content costs and achieving global reach at the same time? What are the benefits that each stakeholder will gain?




	<p>Panelists: Esther Ahn, VP, Streaming, Korea, Paramount Jay Yang, CEO, TVING</p> <p><i>With Louis Boswell</i>, CEO, AVIA</p> 
11:25	Coffee Break
11:45	<p>OTT and Video Data Analytics Trends: A Look at Korea OTT Market Changes with Great K-Content</p> <p>Great K-content such as <i>Squid Games</i> and <i>Anna</i> show how the right content can positively impact OTT services and enterprise businesses in Korea. But to attract and retain your audiences, you increasingly need to maximise the effectiveness of your content. In this session, Jason Lee, Country Manager, Brightcove, will share industry trends and the rising opportunities for OTT platforms in Korea, how to harness data-driven insights to unlock effective content, improve the customer experience and turn your data into revenue.</p> <p>Jason Lee, Country Manager of Korea, Brightcove</p> 
12:05	<p>In Conversation: The Korean Pay TV Market as a Foreign Channel Provider</p> <p>Korea is famous for having over 100% Pay TV penetration. But how easy is it for a foreign channel provider to enter the market and then grow their business? In this session, we will speak with Alex Muller on what the opportunities and challenges are that TV5MONDE has faced in finding an audience in a country like Korea and how his business model is changing.</p> <p>Alexandre Muller, MD APAC, TV5MONDE</p> <p><i>With Samantha Kim</i>, MD, Business Development APAC, Deluxe Media</p>
12:20	<p>Personalization: Taking the User Experience to the Next Level</p> <p>While content has always been the king, the user experience has been the kingmaker in the OTT space. Both content and UX have to coexist. We see most global streaming platforms nowadays are focusing on personalizing customer experience to gain maximum user engagement on their platforms, but creating that differentiation is a challenge. What does it take to create the hyper-personalization route for competitive differentiation, and how can you deliver an amazing personalized experience that helps with customer retention and brings more revenue to the business?</p> <p>Panelists: Edwin Pan, Entertainment Lead, Asia Pacific, BytePlus Eunae Park, Chief Product Officer, TVING</p> <p><i>With Lauren Kang</i>, Product Manager, BytePlus</p> 
12:50	Lunch Break



14:00	<p>In Conversation: Films in the Global Streaming Era</p> <p>In this session, we will explore, with the rapidly changing movie landscape, how content majors have switched up their strategies as they target both theatrical returns and on-demand subscriber growth internationally. What will be the role of the theatres in the future and what are some of the key markets for international growth?</p> <p>Ki-Yong Park, Chairman, Korean Film Council</p> <p>With Joyce Heeyoung Cho, Asst. Professor, Graduate School of Advanced Imaging Science, Multimedia & Film, Chung-Ang University</p>
14:20	<p>Tackling Content Rights, Distribution and Monetisation</p> <p>Windows are disappearing or being shortened, content is being sold on performance-based metrics, and rights can be negotiated in every which way. Everything is changing in the world of content acquisition. In this session, our speakers will explore the impact these changes are bringing and if they are unleashing new opportunities or threatening the fabric of the content industry.</p> <p><u>Panelists:</u></p> <p>Kwang-Hoon Oh, Executive MD, ENA Junbeom Jeon, Chief Leader, Wavve</p> <p>With Youngsun Soh, GM, Korea, Regional Head of Digital Business Development, A+E Networks</p>
14:50	<p>Local Content for Global Audiences</p> <p>We are living in an equal opportunity world for content where it matters less where the content is from and more whether it is compelling. What does this mean for content commissioning – are they now being made with an international audience in mind, or is it the local authenticity which makes it work everywhere? What lessons can we learn from the success of K-Content that can apply to global content sourcing and distribution?</p> <p><u>Panelists:</u></p> <p>Diane Min, Head of Format Sales, CJ ENM Jean-Myoung Sim, Head of Content Management, KOCOWA Aidan Eunsung Lee, Director of Special Affairs, MBC</p> <p>With Janine Stein, Editorial Director, ContentAsia</p>
15:20	<p>The Importance of Light Touch Regulation for the Korean Content and OTT Industry</p> <p>Regulations rarely facilitate innovation, and this is certainly the case in the world of streaming video. Increasingly governments are looking at and debating the need to regulate online video services, and the first area they look at is their broadcast and Pay TV regulations. What are the risks for the Online Curated Content industry and how do we manage them? Is “light touch” regulation an achievable goal?</p> <p><u>Panelists:</u></p> <p>Young-Ki Cho, Secretary General, Korea Internet Corporations Association (K-Internet) Sung-Min Lee, Asst. Professor, Department of Media Arts & Sciences, Korea National Open University</p> <p>With Celeste Campbell-Pitt, Chief Policy Officer, AVIA</p>
15:50	Coffee Break
16:10	Anti-Piracy in Korea – Inside Out



	<p>For many years Korea was among the, if not, the best in class when it came to protection of online content in Asia Pacific. The importance of protecting and promoting the Korean Wave of content, Hallyu, was a large driver of the high standard of protection of online content. CAP will have a discussion with local counsel, Ik Hyun Seo of Cho & Partners, and Jun Kim of NAGRA, on what the Korea online landscape looks like now, how active the government is in protecting it and what rights holders should be doing to protect their content.</p> <p><u>Panelists:</u> Ik Hyun Seo, Partner, Cho & Partners Jun Kim, Head of North Asia, NAGRA</p> <p><i>With Matt Cheetham, GM, AVIA Coalition Against Piracy (CAP)</i></p>
16:35	<p>Understand Your Audiences Better with Global-Scale Data and Analytics</p> <p>Sungman Yoon, Key Account Executive, Google Cloud Korea</p> <p></p>
16:50	<p>Will We See a Rise in Ad Supported Premium VoD in Korea?</p> <p>In the present day, paid subscription often means ad-free content for viewers on premium OTT platforms, but will this revenue model sustain the digital content ecosystem or will advertising become a part of the content experience even behind the paywall, particularly in a country like Korea? In this panel we will explore what the future model of advertising on premium OTT platforms would look like, its structure and its metrics.</p> <p><u>Panelists:</u> Won Baek, CEO, Anypoint Media Michael Beecroft, CEO, Northeast Asia, GroupM Vijay Kunduri, Regional VP - OTT/CTV, APAC, PubMatic Bong-Su Kim, Addressable TV AD Team Leader, SK Broadband</p> <p><i>With Greg Armshaw, Senior Director, Strategy, Brightcove</i></p>
17:20	<p>Closing Remarks followed by Cocktail Reception</p>

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