



Programme

Time in KST	
08:15	Delegate Registration Grand Ballroom, Lobby Floor, The Westin Josun Seoul
09:20	Welcome Address by AVIA CEO
09:30	Opening Keynote
10:00	Market Outlook: A Deep Dive into the TV and Video Industry in Korea This presentation will offer a perspective of the Korean video industry, the challenges and opportunities that lie ahead, and the trends we are seeing that will disrupt and change the way we see the video industry in this market. We will also delve into the content that helps acquire customers and engage audiences, and what scalability looks like in the future for new genres on SVOD, freemium and AVOD.
10:20	In Conversation: The Future of Television in the Digital Age The fiercest competition is now in streaming and while much of the talk is focused on the major international brands, domestic platforms, often broadcasters, are investing big in streaming too. But as broadcasters increasingly make the move to streaming, are the audiences following or are they being lost in the transition? What are the challenges and opportunities in today's TV market environment? How important will digital become compared to linear, and can both sectors grow? How will the two continue to develop in comparison to, or alongside each other?
10:40	In Conversation: A Vision for Global Growth The company behind international successes such as Oscar-winning film <i>Parasite</i> and drama series <i>Crash Landing On You</i> is upping its game to be at the forefront of the worldwide Korean content explosion. It is aiming to make its streaming platform the "global no. 1 K-contents platform", spurred on by the new investment. What does scale and success look like for the company as it invests to grow its content library globally, manage its streaming business and generate value for global audiences?
11:00	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?
11:30	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?
12:45	Lunch Break
14:00	Growth & Innovation in Korea's Telecom & Media Market How is the role of telcos evolving in 2022? Are they aggregators of other services and content or are they becoming content platforms in their own right, or both? What is their approach to video offerings today and over the next 2 years? Can telcos become a one stop shop for consumers' needs in video, music, gaming and more, and can they really bundle for maximum advantage?



14:20	<p>Rights, Windows 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>
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>
15:20	<p>Anti-Piracy in Korea</p> <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 Seow of Cho & Partners, and 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>
15:45	<p>New Innovations in Streaming Video</p> <p>With the continually rising cost of content rights, the importance of technology being able to deliver the content seamlessly is paramount to a profitable streaming strategy. Innovating new means of distribution and delivering a seamless experience is essential to the streaming and broadcast process. We explore how viewing habits have evolved and how one can build an amazing user experience that keeps viewers glued to their screens. Why is personalisation central to creating new revenue streams? How can streaming service providers minimize churn? Which technologies are providing consumers with richer and more interactive content experiences?</p>
16:15	<p>Will We see a Rise in Premium VoD in Korea?</p>
16:45	<p>Closing Conversation: Content, Viewership and Growth</p> <p>According to Media Partners Asia, within Korea, nearly 70% of premium video consumption is driven by Korean dramas, movies and variety shows. With five major brands driving SVOD consumption and investing heavily in local content, the entry of new SVOD platforms into the market is expected to be challenging. We will explore how one of these global streaming companies sees the trajectory of the subscription video business in Korea since its launch in November 2021. How are they growing in terms of viewership and their content library, and what are the opportunities and challenges they are facing?</p>
17:10	<p>Closing Remarks Followed by Cocktail Reception</p>



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