

Pre-Summit Day: Monday, 31 October 2022

14:00 - 18:00	POLICY ROUNDTABLE Monday 31 October 2022, voco Orchard Singapore avia Asia Video Summit
	Policy Roundtable
	(By invitation only & additional fees apply, please email <u>regulatory@avia.org</u> for more information)
	Venue: voco Orchard Singapore, Panorama Room, Level 24

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Post-Summit Day: Thursday, 3 November 2022

09:00 - 13:00	THE STATE OF PIRACY SUMMIT Thursday 3 November 2022, voco Orchard Singapore Asia Video Summit
	The State of Piracy Summit
	(Open to all Asia Video Summit Delegates. Registration is on a first-come first-served basis. Please RSVP your attendance when you register.)
	Venue: voco Orchard Singapore, Ballroom @ Level 3



Programme for Main Summit

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EATEHK

Main Summit Day One: Tuesday, 1 November 2022

Time in SGT	
08:15	Delegates and Speakers Registration
	Venue: voco Orchard Singapore, Grand Ballroom, Level 3
09:00	Welcome Remarks
	John Dykes, Sports Broadcaster
00:10	Ononing Domorka
09:10	Opening Remarks Louis Boswell, CEO, AVIA
	THE STATE OF VIDEO
The	most definitive examination of developments happening in the video industry, from linear to streaming, content trends and challenges, and opportunities for the industry across Asia.
	Presenting Sponsors:
09:20	Has the Bubble Burst?
	For most of the COVID era, media and entertainment companies have been the darlings of Wall Street. This
	narrative has recently changed, however, and arguably irrational exuberance has given way to irrational pessimism.
	But is streaming, as a business model, fundamentally flawed, or is this just a recalibration in an era of inflation and
	post -pandemic trauma? How do the trajectories of investment vs monetization balance each other? And where
	does Asia sit compared to other parts of the world? Do subscriber numbers foretell a golden period of growth in Asia that can counter negative narratives from the West?
	Asia that can counter negative narratives norm the west!
	Panelists:
	Henry Tan, Group CEO, Astro
	Clément Schwebig, Chairman, AVIA
	Vivek Couto, Executive Director, Media Partners Asia (MPA)
	With Louis Boswell, CEO, AVIA
09:55	Linear in a Digital World
05.55	If streaming is under threat, are predictions of the demise of television therefore premature? Could market
	sentiment result in an increased focus on linear television? In Asia, linear television remains big business in most
	markets and independent players continue to navigate the pay TV industry. Yet there seems to be a dichotomy
	between those who are doubling down on TV and those who have stripped their linear assets to go all in on
	streaming. Does it have to be one or the other or is there a way to ride two horses?
	Panelists:



company, Warner Bros. Discovery. In this session, James Gibbons will share what his view of these markets lot like and what WBD's regional strategy and priorities are for growth in the coming year. James Gibbons, President & MD, Western Pacific, Warner Bros. Discovery With Louis Boswell, CEO, AVIA 11:15 Everything in its Right Place The digital disruption of the last decade resulted in much confusion in the board rooms of media conglomeral all around the world. Ambitions in streaming and social media, and emerging technologies such as AI and created a world of everyone wanting to do everything for fear of missing out. Is one of the more positive aspee of the pandemic a more sober and measured approach to the role each company sees itself playing in t ecosystem? Are companies doubling down on what they now see as their core DNA? Panelists: Johan Buse, Chief, Consumer Business Group, StarHub Jay Yang, CEO, TVING With Dhivya T, Head of Video Content & Platform Insights, MPA & AMPD 11:45 Making Every Stream Count: Capturing Audiences in a Mature OTT Market In an age when viewers have increased expectations and growing appetites to watch extraordinary content on ever-growing list of OTT providers, it's more important than ever for content rights owners to think about he they can truly understand their audience, how to care out their own niche in a saturated market, and the cost operating at scale. In this session, Brightcove will share insights into the video industry, address the challenges a opportunities across APAC markets, and demonstrate how you can capture your share in the local OTT market. 11:45 In Conversation: Turning India into a Media and Entertai		Saugato Banerjee, MD Asia, A+E Networks Phil Hardman, SVP & General Manager, Asia, BBC Studios Alexandre Muller, MD APAC, TV5MONDE
 10:50 In Conversation: Wamer Bros. Discovery – Growth in the Pacific Rim Australia, New Zealand and Japan have always been and will continue to be critical markets for the newly form company, Warner Bros. Discovery. In this session, James Gibbons will share what his view of these markets lo like and what WBD's regional strategy and priorities are for growth in the coming year. James Gibbons, President & MD, Western Pacific, Warner Bros. Discovery With Louis Boswell, CEO, AVIA 11:15 Everything in Its Right Place The digital disruption of the last decade resulted in much confusion in the board rooms of media conglomeral all around the world. Ambitions in streaming and social media, and emerging technologies such as AI and created a world of everyone wanting to do everything for fear of missing out. Is one of the more positive aspec of the pandemic a more sober and measured approach to the role each company sees itself playing in t ecosystem? Are companies doubling down on what they now see as their core DNA? Panelists: Johan Buse, Chief, Consumer Business Group, StarHub Jay Yang, CEO, TVING 11:45 Making Every Stream Count: Capturing Audiences in a Mature OTT Market In an age when vierces ade expectations and growing appetites to watch extraordinary content on ever-growing list of OTT providers, it's more important than ever for content rights owners to think about he they can truly understand their audience, how to carve out their own inche in a saturated market, and the cost opportunities across APAC markets, and demonstrate how you can capture your share in the local OTT market. Justin Barrett, Senior Vice President - EMEA & APAC Sales, Brightcove BRIGHTCOVEE[*] 12:10 In Conversation: Turning India Into a Media and Entertainment Powerhouse With a population of more than 1.3 billion, India represents a prime destination for M&E companies looking expand. It has displayed immense resilience over the last two years and has bounced back to		With Virat Patel, MD, Pioneer Consulting Asia-Pacific
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Christen and Chandra Connetons, Ministry of Information and Dupedepating (MID)	12:10	With a population of more than 1.3 billion, India represents a prime destination for M&E companies looking to expand. It has displayed immense resilience over the last two years and has bounced back to the pre-COVID levels. The M&E industry is expected to show strong growth over the next few years. This keynote session will have MIE Secretary Apurva Chandra speak on the ministry's plans to support the M&E sector and to grow it by \$100 billion by 2030, apart from making India a global content hub, initiatives for the AVGC sector, Ease of Doing Business and
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	With Celeste Campbell-Pitt, Chief Policy Officer, AVIA
12:30	Lunch Break
13:45	Whose Wave is Next? For years Hong Kong was the Asian content powerhouse, but the meteoric rise of Korean drama has significan increased options for Asian content across the continent. That trend clearly looks set to continue as consume become more comfortable with foreign language content, the level of production investment is rising in all market and streaming provides easy access into the palms of captive audiences. But what exactly led to the K wave an how easy will that be to emulate for markets around the region that want their content to be noticed both at hor and abroad?
	Panelists:
	Donovan Chan, Founding Partner, Beach House Pictures Ganesh Rajaram, GM, EVP Sales Asia, Fremantle
	Kirana Cheewachuen , Deputy Director, Planning & Business Development, Strategic Content Group, True Corporation
	With Michele Schofield, Media Advisor
14:20	Closing the Gap Are we seeing the emergence of an elite club of streamers? The levels of content investment being made by Netfl Disney, Amazon and now Apple are providing a very high bar for others to emulate. Is there a gap that is widenir or do other streamers see it differently and feel that they have a different role to play? Is there room to specialization in content, by genre or geography? And what about deep localization in your domestic market rath than a veneer of having something for everyone?
	Panelists: Dinesh Ratnam, Country Manager - Malaysia, Singapore, Brunei, iQIYI International Nini Yusof, Deputy CEO, Media Prima Television Networks Rohit D'silva, Chief Business Officer - Middle East and South Africa, Viu Manish Kalra, Chief Business Officer, ZEE5 India
	With Unmish Parthasarathi, Founder & Executive Director, Picture Board Partners
14:55	The Great Rebundling There has long been a natural paradox in the consumer's mind: they don't want to pay for what they don consume, but they want everything available under one roof. As pay TV tried to stay relevant with increasing a carte offerings and streaming has taught consumers not to get locked into long term contracts, a reaction occurring with an ever-increasing case to be made for the role of a gate keeper and a curator - someone who c smooth issues of payment and assemble all the content you may be tempted by, conveniently, in one destination But what are the issues with this great rebundling? Is friction being reduced or are new layers added? Is it real what consumers want? How can you ever bundle enough? And what ever happened to the DTC proposition all t streaming companies talked about?
	Panelists: Sebastian Kramer, SVP, Product Line Management & Business Development, NAGRA Yann Courqueux, Vice President of Home Product, Consumer Business Group, StarHub Ricky Ow, Partner, Quest Ventures



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	With Monty Ghai, Founder and CEO, Brandwith
15:30	Coffee Break
15:50	Taking the Entertainment Experience to the Next Level The environment of content consumption today ranges from the physical on ground community in a family viewin experience at home on TVs, to engaging with an online community of friends using the mobile or convenience consumption on the move. How does the ecosystem of a streaming platform, OEM and technology solutio provider enable or ensure a seamless experience? How can technology play a part to create a perceived value for content? How is the viewer experience being enhanced in today's video landscape and what can be further improved?
	Panelists: Ashim Mathur, Senior Regional Director, Japan & Emerging Markets, Dolby Laboratories Patrick Owen, Chief Marketing Officer, OPPO Indonesia Clarissa Tanoesoedibjo, MD, Vision+
	With Unmish Parthasarathi, Founder & Executive Director, Picture Board Partners
16:20	 YouTube and OTT Consumer Behavior With continued growth in streaming consumption and a growing list of OTT providers for consumers to choos from, streaming is now mainstream. This session explores OTT consumer behavior on YouTube, and YouTube complementary role across the user funnel. Andrew Lin, TV, Film and Sport Lead, APAC, YouTube
	VouTube
	NEWS & SPORTS A deeper look at two of the most important content genres that are evolving in different ways to movies and series-based content. Both revolve around events that are happening now, and thus immediacy and appointment viewing are still critical.
16:40	Breaking News in Streaming News has evolved perhaps more than any other genre. Not only does it play a more significant role in social media than other genres, but it also competes with news of every description from the trusted Twitter influencer to the malicious and fake. How do news brands retain the trust of the consumer in such an environment? Is it about maintaining impartiality or espousing a specific world view? How does the approach to news telling differ in Asi from the US and Europe? And what about the business of news? How is it monetized today, and why have we not yet seen a direct-to-consumer subscription-based video streaming news service? Is it not odd that news has embraced social and remains strong in the linear world, but has not really penetrated the world of streaming?
	Panelists: Maura Fogarty, Singapore Bureau Editor, BBC News Chung June Vi, Danutu Chief Editor, CNA Disital
	Chung Lyn-Yi, Deputy Chief Editor, CNA Digital



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17:10	The Business of Sports
17.10	Aggregating sports is a complex, and above all, expensive undertaking and it is therefore no surprise that the
	distribution of rights has fragmented across a multitude of services, both broadcast and streaming. But surely th
	is exactly what the consumer wants – an ability to watch whatever event they want, ideally from one subscriptio
	The telcos are best placed to deliver this but can they do it? And even if they do, would the consumers pay for wh
	they say they want? Increases in sports rights continue to seem to defy gravity so how do you operate in a busine
	where the reward for success is the landlord doubling the rent? Is sports a business or does it remain that o
	cliché, a loss leader? And with the most popular sports charging so much, does that mean lesser sports lose of
	and wither, or are there so many buyers that there is a home for everything – but then aggregation goes out the
	window? Ultimately can you afford to be in the sports business and at the same time, can you afford not to be?
	Panelists:
	Nicholas John, VP, Head of Sports, Astro
	Mike Kerr, MD Asia, belN Media Group
	Nick Wilkinson, MD Asia, Eleven Group
	With John Dykes, Sports Broadcaster
17:40	The Technology of Sports
	Sport is defined by its live nature. Arguably 90% of the value is gone the moment it is over. So, on one level t
	argument over linear or streaming is one purely of technology and consumer convenience. But is the streaming
	technology up to it? Are we moving from multiple levels of satellite and dedicated fibre redundancy to trusting t
	internet which we see time and time again can let us down? Is this inherent in the technology or is it t
	management of the technology? Can IP delivery really cope with 4K and 8K broadcast signals and are we movi
	towards streaming simply because it's cheaper, or is this the only way to give the consumer the flexibility of devi
	that they crave?
	Panelists:
	Ching Ping Lee, CTO, Mola
	Mahendra Nath Vyas, Executive Director, Planetcast Media Services
	Kenneth Siow, Regional Director & GM of Singapore, Indonesia and Malaysia, Tencent Cloud International
	With John Huddle, Director, Market Development, Asia, SES
	With John Huddle, Director, Warket Development, Asia, 3L3

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Main Summit Day Two: Wednesday, 2 November 2022

2 November

In-Person + Live Streamed

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Time in SGT	
07:45	Breakfast: Video in the Sky
	Indonesia Room, Level 5, voco Orchard Singapore
	Click <u>here</u> to reserve a seat at the breakfast session.
	Sponsored by:
	SES [*]
	3E3
08:00	Market Overview - The Future of Video Distribution
	Charu Verma, Senior Strategy Analyst, Video Strategy & Market Intelligence, Asia & Africa, SES
08:15 - 08:45	If Content is King, Distribution – Today – is Queen
00.13 00.43	In today's video landscape, it's not enough to just have the best content. Consumers are also demanding for faster
	speed, higher quality content and great user experience. In this panel, we will first look at how the shifts in content
	creation, content delivery, and content discovery will define and impact video distribution. How can streaming
	providers and broadcasters create, distribute and monetise their platforms quickly and easily while maintaining
	quality? How can they enable greater audience reach as well as the ability to support live streams with very low
	latency? And how can operational and infrastructure costs be reduced through hybrid delivery methods?
	Panelists:
	Alistair Roseburgh, Director, Operations APAC, A+E Networks Asia
	Shakunt Malhotra, MD Asia, Globecast
	John Huddle, Director, Market Development, Asia, SES
	With Shad Hashmi, ADAC Dartner Load, Media and Entertainment, Amazon Web Services
	With Shad Hashmi, APAC Partner Lead, Media and Entertainment, Amazon Web Services
09:00	Welcome Remarks
	John Dykes, Sports Broadcaster
	THE FUTURE OF VIDEO
As we emerge	from COVID we are at a fascinating point in the development of our industry. The pandemic has accelerated trends
	pace of change is set to intensify. What does the new world look like and what are our responsibilities to it?
09:10	Metaverse and Gaming: What the Future Holds for Monetisation and Scaling
	The concept of the Metaverse might seem self-apparent, but yet its definition changes depending on who you ask.
	So, what is it, where is it, and does it have the power to reshape entertainment as we know it? In this opening panel
	with industry pioneers and experts, they will discuss the emerging opportunities that lie ahead in the Metaverse
	and how the entertainment industry can take advantage of the prospects and possibilities that it offers for further
	monetization and scaling.



09:40	Panelists: Don Anderson, CEO, Kaddadle, Founder, Asia Metaverse Society Oscar Franklin Tan, CFO and Chief Legal Officer, Enjin Eric Liu, Founder & CTO, Virspatial Technologies With James Miner, Chairman, SGTech Game Committee Sustainability in Video Entertainment - From Creation to Consumption Environmental sustainability is only just beginning to be embraced by the video entertainment industry. Though there has been a few large broadcasters and producers who have already considered an end-to-end approach in addressing their sustainability practices, there needs to be a greater understanding of what needs to be done in preparation and execution of more sustainable practices, processes and solutions. In this session, we explore where does sustainability fit in for the television, film, broadcast, and distribution industries? How do you measure
	sustainability across video entertainment? How does this change in broadcast business models? Linear or on- demand: which is more sustainable? Is video sustainable over broadband and how does 5G present opportunities in sustainability? <u>Panelists:</u> Apple Evangelista, Head - Sustainability and Social Responsibility, Globe Telecom Chris Sewell, Founder, Net Zero Media Esther Peh, Associate Director, Public Policy, Asia, Warner Bros. Discovery With Jessica Deery, Director and Counsel, Horizon Recruitment
Advert	THE ADVANCE OF ADVERTISING tising is back. With the move from linear to streaming some decided to forego advertising. That is changing. Are we now at a tipping point for the shape of our industry as advertising retakes centre stage?
10:15	The Advertising Premium Unprecedented amounts of money have been poured into original content over recent years to fuel what has become known as the streaming wars. And yet despite this arms race, advertisers have embraced the addressability provided by digital, but have they forsaken the content environment, choosing to bolster the fortunes of social media or user generated content at the expense of premium OTT? If OTT is the natural and technological evolution of television, then did the industry score an own goal with the actions of some of the big streamers foregoing advertising for a purely subscription-based business model? And now that it looks like the entire OTT industry is fully embracing advertising, will this result in a more even distribution of spend across OTT and social? This session will also see the unveiling of new proprietary research to help illuminate the topic.
	Panelists: Elaine Tan, Head of Sales, Southeast Asia, International Business Department – Advertising, iQIYI International Gavin Buxton, MD Asia, Magnite Rajesh Sheshadri, GM, Southeast Asia, The Trade Desk
	With Louis Boswell, CEO, AVIA
11:00	Coffee Beak
11:20	Transforming Linear TV Advertising to Digital – Challenges and Opportunities

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	Vignesh Narayanan, CEO, Airtel Ads
	With Prasad Sanagavarapu, Chief Business Officer, Invidi
11:45	The Evolution of TV to OTT and CTVTV and digital advertising remain siloed today despite the lines between devices becoming increasingly blurred. CTVviewership is on the rise and is expected to continue on an upward trend, but the picture does look different marketby market with many Southeast Asian markets remaining mobile first and the traditional TV buy is far from dead.And even linear TV can become addressable but how fast is that happening? And what about the style of selling?Programmatic is a game changer but for OTT streamers is it only for remnant inventory with preference still beinggiven to direct deals in the hope of capturing maximum value? Do OTT platforms approach the market more from aTV pedigree while YouTube and social media are purely programmatic in their selling? Is this holding back the growthof OTT and what will change with the arrival of Netflix and Disney?Panelists:
	Alex Lowes, VP, Client Engagement and Growth, APAC, Finecast Kanika Manglik, Regional Managing Partner – Investments Strategy, Mindshare Emily Yri, Senior Marketing Director, APAC, PubMatic Nicole Bence, Network Digital Sales Director, Seven Network
	With Laura Greally, Founder & Head of Digital, Thunderdome Marketing
	PubMatic
12:20	Addressing New Audiences In the early days of traditional TV, consumers would watch the most popular shows offered by the broadcaster. Today, viewers demand their shows whenever they want, anywhere (platform, TV screen size, and any other user device settings). But with a fragmented audience, it can be challenging for advertisers and ad agencies to target the right audience and serve ads. This is where addressable advertising comes in. In a time of unprecedented disruption, the growth of addressable advertising seems assured, but the path ahead is unclear. In this discussion, you'll gain insight into how the OTT and linear television industry can move into the era of addressability.
	Panelists: Vignesh Narayanan, CEO, Airtel Ads Won Baek, CEO, Anypoint Media Ivan Dulguerian, Business Development Director, Broadpeak With Yogesh Sehgal, Platform Partnerships Director, APAC, Index Exchange
12:50	Transformational Ad Tech Digital marketing and the global ad tech industry are in a constant state of evolution. From changing consumer habits shaped by the global pandemic through to shifts in digital advertising brought on by the demise of the third-party cookie, there is no doubt the ad industry is undergoing a transformation. In the face of these and other changes, the ability to be agile has never been so important; advertisers, agencies, and publishers need to stay on

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	top of the changing landscape if they are to succeed. In this session we will look at some of the ad tech trends expected in the coming year and be prepared for what may be on the horizon.
	Developer
	Panelists: Ryan Pestano, VP, APAC, IPONWEB
	Alysha Dino, Senior Director, Global Business Development, Publica
	Tom Dover, Director, Video Marketplace Development, APAC, Xandr
	With Greg Armshaw, Senior Director, Strategy, Brightcove
13:20	Lunch Break
	BEHIND THE CUSTOMER EXPERIENCE
We are a co	nsumer facing industry and while it is essential to create content consumers love, it is also critical that the experience is the best it can possibly be. There are a million pieces in this tech jigsaw that need to be arranged.
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	🕗 Tencent Cloud
14:20	In Conversation: How Monetization Models of Media Companies are Evolving Revenue models are crucial for the evolution of the media industry, but it is clear that monetisation will look
	different by the end of this decade. How will it develop? In this session with Parry, he will share his views on the
	future of media and content monetisation. What are the realistic scenarios for the evolution of the media revenue
	model? What is the global competition in business? What is the future of the booming creator economy and how
	can data help dictate how content should be channeled and thus monetized?
	Parminder Singh, Chief Commercial Officer & Chief Digital Officer, Mediacorp
	With Shad Hashmi, APAC Partner Lead, Media and Entertainment, Amazon Web Services
14:40	Innovation Talk: Improving OTT Acquisition and Retention with Technology
	The key challenge with the subscription model is that the customer has the freedom of walking out anytime if they
	are not interested in the content. As customer acquisition is expensive, OTT platforms must look for ways to retain
	current customers. We will explore how some of the key factors including predictive analytics, personalization, discovery, user interface, and user experience could help increase engagement, customer retention and acquisition.
	uiscovery, user interface, and user experience could help increase engagement, customer retention and acquisition.
	Sidd Mantri, Head of Product - Developing Markets, Disney Streaming
	With Jay Jenkins, Global Tech Evangelist, BytePlus
15:00	New Strategies for Acquisition and Retention
	In this session, we will hear from Vision+ on how the company looks at acquisition and retention. What is most
	important for them right now? Are they looking at strategies beyond content and pricing? What new models of engagement are they planning for future growth?
	Clarissa Tanoesoedibjo, MD, Vision+
Drogramma	is of 31 Oct 2022. More information can be found at <u>https://asiavideosummi</u> BytePlus
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With Jay Jenkins, Global Tech Evangelist, BytePlus 15:25 How Tencent Cloud Media Services Redefine Your Customer Experience In this session, we will share how Tencent Cloud Media Services' one-stop audio & video technologies support customers from content creation, to processing and distribution, enabling various industries to provide real-time and engaging experiences for customers worldwide. Justin Tan, Director of Strategic Alliance and Partnership, South East Asia, Tencent Cloud International **Tencent Cloud** 15:40 **Content Discovery in a Fragmented World** In a world of multi-channel TV, content discovery was straight forward, but those days are long gone and the challenge of finding where to watch and what you want to watch, is huge. Telcos may be rebundling but do they have a solution that cuts across the different services they offer? Does the solution lie with the American tech giants? The complexity of what is a clear market need for consumers, is one of the thorniest challenges for content providers. Is there a solution to the issue of content discovery, and if there, is what is it and how do we get there? Panelists: Ernest Ng, Director of Commercial, Gracenote Australia & New Zealand, Nielsen Dean Wadsworth, VP Technology, Paramount Scott Favelle, Technology Director, Product Solutions, Seven West Media With James Miner, CEO, MinerLabs & Video Assure gracenote a nielsen company 16:10 **Coffee Break** 16:30 Hyper-Personalisation: The Holy Grail of OTT Success When you choose your music, entire playlists can be created based on the artists you listen to. There is no shortage of video recommendations in the world of video, but we are far away from the level of personalization we now see in music. Is this the way video is going too? Can you have an auto curated linear channel? Could you buy the dress the star of your favourite TV show is wearing? What is possible in the realm of personalization, what does the consumer want and how soon is it going to happen? José Luis Vázquez, CEO & Founder, Mirada ᅌ mirada 16:45 Out of the Box The set-top box has been a mainstay of the living room entertainment experience for decades. But in a multi-screen world of IP connected services, is it past its sell-by date? If you don't need a set-top box for your mobile phone, why would you need one for your smart TV? And yet it remains a constant with many consumers still using it to receive not only multichannel television, but a host of streaming apps as well, even with a smart TV. Why is this? Is it just a

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	matter of time before everything becomes app based or is there a reliability and level of performance that still gives the box an edge?
	Panelists: Man-Soo Hwang, Android TV Partnerships (APAC), Google Keith Huang, SVP, Home Ecosystem and OTT of HKT Home, HKT Limited Bruce Curtin, Product Director, Irdeto
	With Louis Boswell, CEO, AVIA
17:15	Distributed Cloud – Computing at the Edge, Where Your Viewers Are In this session, you will learn how broadcasters are driving innovation and re-imagining the viewer's experience by bringing a host of new capabilities – from ultra-low latencies for live events, to running latency sensitive workloads closer to where your viewers are. Hrishikesh Varma, Director Product Management, Akamai Technologies
17:30	Closing Remarks followed by AVS Closing Cocktail Venue: voco Orchard Singapore, Poolside, Level 24

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