

It was an honour to serve on the board of AVIA these last 2 years, and I am especially pleased with the progress the organisation is making in encouraging new communities such as digital-first TV entertainment providers and digital advertising ecosystem members. I was very pleased to support the creation of the Premium Video Advertising Committee and to see it regularly attended by so many members of the Association.

Direct-to-consumer offerings delivered over the internet are now just as important as services delivered over traditional distribution channels. The challenges associated with this continued expansion of consumer offerings is a journey that I help our customers with every day. And it is this experience that I propose to continue bringing to the Association, should I be fortunate enough to be re-elected.

My mission continues to be to help the Asian video industry to achieve excellence in providing great user experiences for the consumption of premium video while building profitable businesses that grow and define the video market in Asia for the decades to come.

Brightcove is committed to adding value to the AVIA community and is incredibly well placed to do so. We are an integral part of the expansion of television online across Asia and globally, with hundreds of media companies using our streaming platform. In Asia, we are the number one online video platform for television content rights owners. Thus, we have insights into how TV and video entertainment practitioners are solving common problems and the trends that will impact their future plans.

Brightcove has an established technology partner ecosystem - which means that we have the ability to provide neutral advisory on various tech for AVIA members to help with their business decisions.

I.e. advertising tech, advertising health checks, payment models, recommendation engines, and analytics platforms and many more.

Brightcove conducts, and shares freely, market research across Asia with the objective of gaining insights into consumer sentiment towards OTT TV services.

Individually and as a company, we are continually investing in the video industry in Asia, and I am excited about the opportunity to do so within AVIA.

I would be honoured to stand for election to the AVIA Board.

Greg Armshaw
Senior Director Strategy APAC
Brightcove