

As Head of Public Policy for Netflix in APAC I work as part of a global team of policy professionals. We are focussed on accelerating business success by leveraging our proactive engagement and strategic knowledge of the localities where we operate, including its influencers and policy risks. We work to ensure a low-friction regulatory involvement by proactively managing the company's relationship with government officials and advising on developing regulatory matters.

I find the challenge of dealing with emerging policy issues across diverse jurisdictions both interesting and rewarding. Working in a global, yet small and highly collaborative team is an aspect to my role I greatly enjoy; it allows deep exposure to and understanding of what's happening around the globe on issues impacting the rapidly developing video industry. I am a strong advocate for proactive engagement with policy makers with the aim to develop well thought-out and balanced solutions, while at the same time providing a regulatory environment which encourages innovation and delivers business certainty.

The rapid pace of innovation and evolution in the technology and video sphere is unprecedented and it is very hard to expect governments and legacy legislation to keep up. As legislation affects how we can continue to innovate, it is important to build good relationships with policy makers around the world to promote the benefits of new technologies and also highlight where legislative developments impact our sector, and the interests of our members.

I strongly support a 'Members First' approach defined by the three pillars: security, privacy and safety "by design". As technology continues to outpace the law, strong industry-led commitments in these areas will be key to facilitating innovation with limited government entanglement or operating friction.

A major challenge for AVIA and member companies is to ensure the regulatory environment does not restrict future innovation or close down the borders of the digital economy and global video market. As multi-jurisdictional companies we need to advocate against extraterritorial assertion of domestic laws and any attempt to require the forced localization of data, extractive network delivery fees, unilateral digital services taxes or operating licenses that have ill-conceived content standards, levies, and monitoring and moderation components. These issues are a challenge to the preservation of the internet as a platform for creativity, free and vibrant expression and unimpeded access to all levels of society.

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

Nick O'Donnell
Director of Public Policy, APAC
Netflix