

True Corporation has been an active member of CASBAA and AVIA for more than two decades and our participation at board level is indicative of our strong commitment to being a part of the broadcast and media community in South East Asia and to play an active part in protecting intellectual property rights across the region.

As we are all witnessing, literally in real time, the media landscape is changing rapidly. I believe that as much as we all think that technological developments are going to be the key drivers on the road to future development, the success of every company in this arena is going to hinge on something a lot more simple: People. As much as I believe that individual companies need to embrace the development of new skills amongst existing staff and also hire new talent with the appropriate new skills, we as a community also need to assist each other to develop training skills and tools in order to grow and help each other grow.

I would like to be a voice on two critical fronts. Firstly, I would like confirm True Corporation's ongoing commitment in the fight against IP offenders, and secondly I would like to champion an on-going initiative to skills training and development across the region, in which AVIA undoubtedly has a considerable role to play.

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

**Ongard Prapakamol**  
**Chief Media Officer**  
**True Visions**