

Programme

Thursday | 3 November 2022

09:00	<p>Delegate and Speaker Registration</p> <p><i>voco Orchard Singapore, Ballroom @ level 3</i></p>
09:45	<p>Welcome Address</p> <p>Louis Boswell, CEO, AVIA</p>
09:50	<p>APAC Piracy Landscape</p> <p><i>An overview of piracy across the APAC region, reviewing the activities and initiatives undertaken throughout 2022, as well as outlining the strategy for 2023.</i></p> <p>Matt Cheetham, GM, AVIA Coalition Against Piracy (CAP)</p> <p><i>With Louis Boswell, CEO, AVIA</i></p>
10:10	<p>Tackling Piracy in the Philippines – A Comprehensive Approach.</p> <p><i>When the legislation isn't as strong as it could be, other approaches are necessary to combat online piracy. In this session we discuss with Kroma why fighting online piracy is important to them and how they have been doing it in legislatively light environment.</i></p> <p>Jil Bausa-Go, Head of Broadcast and Publishing Business Group, Kroma Entertainment</p> <p><i>With Matt Cheetham, GM, AVIA Coalition Against Piracy (CAP)</i></p>
10:30	<p>Indonesia – The Effectiveness of Rolling Site Blocking</p> <p><i>The rolling site blocking operation in Indonesia has had a demonstrable effect in reducing online piracy there, and it has now been extended to IP address blocking. We talk to Vidio about what lies behind the success of this program.</i></p> <p>Hermawan Sutanto, COO, Vidio</p> <p><i>With Matt Cheetham, GM, AVIA Coalition Against Piracy (CAP)</i></p>
10:50	<p>Coffee Break</p>
11:10	<p>A Data Driven Approach – MagiCAP 2.0 driven by White Bullet</p> <p><i>Data is key to CAP's operations and in this session we discuss the creation of MagiCAP 2.0 with White Bullet and how they have worked with CAP to replicate and refine the traffic piracy data to enhance CAP's operations.</i></p> <p>Peter Szyszko, CEO, White Bullet</p> <p><i>With Matt Cheetham, GM, AVIA Coalition Against Piracy (CAP)</i></p>
11:30	<p>Meta – Working in Harmony</p> <p><i>CAP's YouGov surveys identified social media as the main source of piracy for consumers across Asia Pacific. In this session we talk to Meta about the wide-ranging approach they take to tackling online piracy on their platforms, and how they work closely with CAP on this.</i></p> <p>Just Wang, Lead Counsel, IP & Content, Meta</p> <p><i>With Louis Boswell, CEO, AVIA</i></p>
11:50	<p>Piracy on Social Media – Looking Behind the Curtain</p> <p><i>A summary will be "Accessing pirate content on social media remains an issue in Asia Pacific. At the POTT tech session earlier in the year, we discussed the issue from a view of how to stop users accessing pirate content via social media.</i></p>

	<p>This session looks at how pirates are accessing and distributing content via social media, and what efforts can be made to stop it.</p> <p><u>Panelists:</u> Bharat Kapoor, VP, Online Brand Protection, Authentix Avigail Gutman, VP Security and Intelligence Operations, Synamedia</p> <p><i>With Matt Cheetham</i>, GM, AVIA Coalition Against Piracy (CAP)</p>
12.10	Closing Remarks