


Programme




08:45	Delegate & Speaker Registration Junior Ballroom, 5/F at Taipei Marriott Hotel
09:30	Welcome Remarks by Emcee 冀道涵 Sandy Chi , Reporter & Anchor, TaiwanPlus
09:40	Welcome Address Louis Boswell, CEO, AVIA
10:00	Opening Remarks by Guest of Honour 王時思 Sue Wang , Deputy Minister, Ministry of Culture
10:10	Policy and Regulation for the 21st Century in Taiwan Taiwan has enjoyed substantial growth in streaming video services, based on a “light touch” approach to regulation. The NCC has worked closely with industry to develop codes of conduct, but the difference in regulation levels between traditional telecom and broadcasting operators and OTT service providers has generated controversy. In this session, we will explore how the Taiwan authorities are seeking a balance between maintaining incentives for industry growth while protecting children and other vulnerable consumers. Meanwhile, traditional regulation of cable and broadcast programming remains. Is the creation of a more level playing field for both television and streaming services desirable, and what would this look like? How are the regulators planning to incentivize content creation, encourage new entrants and eliminate hurdles to conducting business in Taiwan? 王正嘉 Wang Jiang-Jia , Commissioner, National Communications Commission (NCC) With Clare Bloomfield , Acting Chief Policy Officer, AVIA
10:40	The Streaming Wars in Taiwan As in all markets, the growth of both local and international streaming services has been huge over the last few years. Dubbed the Streaming Wars by the media, what is the situation in Taiwan in 2023? Is this a war and if so, are winners emerging? Is there a balance between the roles of local and international players, or is one side set to dominate? <u>Panelists:</u> 楊麗貞 Daphne Yang , CEO, CATCHPLAY Group 蔡俊榮 Gary Tsai , COO-Digital Entertainment, CBU-Digital Services, FarEasTone Telecom 錢大衛 Chien Ta-wei , Chairman, Taiwan OTT Association, Founder and President, LiTV 李芃君 Daphne Lee , Chairperson, NMEA, VP of New Media Service Business, Taiwan Mobile With Louis Boswell , CEO, AVIA
11:15	Coffee Break Sponsored by: 


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11:40	<p>The Evolution of the Taiwanese Cable TV and Broadband Market</p> <p>Taiwan has long been one of the most important cable markets in Asia with penetration rates the envy of others. But after a long process of digitization, competition for Cable TV is greater than ever. With the MSOs offering both cable and broadband, have they hedged their bets, offering both linear cable and broadband enabled streaming services? How do the economics of the two compare and does the rise of streaming offset the declines in linear? And how is the role of advertising changing?</p> <p><u>Panelists:</u> 賴弦五 Cliff Lai, Vice Chairman, Homeplus Digital 王鴻紳 Steve Wang, President, Kbro Co. 羅文龍 Kevin Luo, Deputy CEO, Taiwan Optical Platform (TOP)</p> <p><i>With Louis Boswell, CEO, AVIA</i></p>
12:15	<p>Every Screen Every Audience All at Once</p> <p>赵晓颖 Catherine Zhao, MD, Broadcasters & Publishers, Nielsen Audience Measurement Asia</p>
12:20	<p>In Conversation: What is the Future of Television</p> <p>What is the role of television and linear broadcasting in the age of streaming? While much of the talk is about the big international brands and regional platforms, linear broadcasters are investing big in streaming too. What is the driving force behind the launch of streaming services from the broadcasters? As they move to streaming, are the audiences following them or are they being lost in the transition? Is aggregating linear broadcast and OTT the way forward for continued growth and capturing new subscribers? How does this affect their traditional linear offerings? Can local content, which was once ad-supported, now drive subscription uptake? How will linear and streaming continue to develop in comparison to, or alongside each other? Given an ad supported business model, is streaming just a continuation of the linear broadcast albeit using newer technology and with the convenience of serving the consumers on demand?</p> <p>林慧珍 Jane Lin, SVP, Creative Marketing Dept, SET Group</p> <p><i>With 赵晓颖 Catherine Zhao</i>, MD, Broadcasters & Publishers, Nielsen Audience Measurement Asia</p>
12:45	Lunch Break
13:50	<p>Upping the Local Content Game: Fitting into the Global Market</p> <p>Taiwanese content is poised to join the global stage but in order to reach a wider audience around the world, there is a need to generate more noise for Taiwanese productions at an international level. What is next for Taiwanese content as media players capitalize on local creative talent, IP & stories to create content for global audiences? With the rise of streaming, what has changed when it comes to the content being produced and commissioned? Are there lessons to be learnt from Korea and if so what are they? Is it necessary to focus on producing for an international audience or if great content is made for the domestic audience, will that naturally travel? Or does the international market even matter? How are content rights, distribution models and monetisation changing?</p> <p><u>Panelists:</u> 盧慈穎 Maxine Lu, MD, Fun Job Studio 湯昇榮 Phil Tang, President, Greener Grass Culture 林志杰 Jay Lin, Founder & CEO, Portico Media & GagaOOLala 高培明 Bimal Kapoor, Deputy CEO, TaiwanPlus</p> <p><i>With 霍筱玉 Jessica Fuk</i>, Research Analyst, APAC Online Video, S&P Global Market Intelligence</p>

14:30	<p>Monetize Your Media to Maximize Revenue in the New Age of Streaming</p> <p>In a recent forecast by Media Partners Asia, it is projected that online video consumption in the Asia-Pacific region will account for 52% of daily viewing time, exceeding traditional TV. In this new age with the rise of streaming video, there are fresh opportunities for monetisation. In this session, Brightcove will address the state of the industry in APAC, and ways to solve your challenges and monetise content.</p> <p>陳健勇 Daniel Tung, Sales Director, Brightcove</p> <p>Session brought to you by:</p> <div>   </div>
14:50	<p>What is Happening in the World of Music Copyright?</p> <p>Music has long played a central role on TV platforms. But today there is a proliferation of on demand video service providers as the number of collecting societies increases and the rates being charged also increases. Is this because the video industry has expanded with the growth of online video streaming, User Generated Content (UGC) and gaming platforms? Is there a better understanding now of how a music licensing partnership should work? Is there a limit to the number of collecting societies that should exist? How should this field be regulated? And what is the solution that can fairly protect the interests of both sets of rights holders – video and music?</p> <p><u>Panelists:</u> 邵瓊慧 Grace Shao, Head, IP & Tech Group, Baker McKenzie Taipei 李立威 Edward Lee, Secretary General, Chinese Internet Channel Community Association (CICCA) 楊國修 Yeo Kok Siew, Managing Director, Warner Music Taiwan</p> <p>With Clare Bloomfield, Acting Chief Policy Officer, AVIA</p>
15:25	<p>Coffee Break</p> <p>Sponsored by:</p> 
15:45	<p>In Conversation: Anti-Piracy Outside Taiwan – Best Practices</p> <p>Online piracy is endemic around the region and the world, but it's not insurmountable. Experience has shown there are methods to combat it that have been demonstratively effective, with site blocking being an obvious one. Some countries use regulatory methods and others judicial, there are pros and cons to both. The most effective methods are also part of a holistic approach to anti-piracy. This session will look at how site blocking has been employed around the Asia Pacific region, with particular focus on how it is employed in Korea as part of a wider anti-piracy strategy designed to support Korea's content industry.</p> <p>李泰鎮, Taejin Lee, Senior Manager, International Development Department, Korea Copyright Protection Agency (KCOPA)</p> <p>With Matthew Cheetham, GM, Coalition Against Piracy (CAP), AVIA</p>

16:10	<p>Anti-Piracy in Taiwan – Inside Out</p> <p>Online video piracy has long been a critical problem for the industry but in this age of streaming the problems have grown worse. Is there now a growing will to address the problem? What would be the benefits to the industry and what type of solutions are being looked at – are there learnings from elsewhere? And what are the hurdles that need to be overcome to finally see the introduction of real tools to combat online video piracy in Taiwan?</p> <p><u>Panelists:</u> 彭淑芬 Claudia Peng, Secretary General, Cable Broadband Institute in Taiwan (CBIT) 李泰鎮 Taejin Lee, Senior Manager, International Development Department, Korea Copyright Protection Agency (KCOPA) 陳依玫 May Chen, Secretary General, Satellite Television Broadcasting Association (STBA)</p> <p><i>With Matthew Cheetham</i>, GM, Coalition Against Piracy (CAP), AVIA</p>
16:40	<p>Cocktail Networking</p> <p>Sponsored by:</p> <p> 杰德影音</p>

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speaker Profile



王時思 Sue Wang, Deputy Minister, Ministry of Culture

- **Education:**
 - M.A. in International Development Policy, Duke University, USA (2002-2004)
 - M.A. in Sociology, National Tsing Hua University (1990-1994)
 - B.A. in Laws, Tung Hai University (1986-1990)
- **Experience:**
 - Deputy Mayor of Tainan City (2018-2020 July)
 - Director of Tourism and Travel Bureau, Tainan City Government (2014-2018)
 - Chairperson of Research, Development and Evaluation Commission, Tainan City Government (2010-2014)
 - Member of Mongolian and Tibetan Affairs Commission (2008-2009)
 - Director-general of Information Bureau, Kaohsiung City Government (2005-2006)
 - Director of Judicial Reform Foundation (1998-2002)
 - Secretary-general of Taiwan Association for Human Rights (1996-1998)







王正嘉 Wang Jiang-Jia, Commissioner, National Communications Commission (NCC)



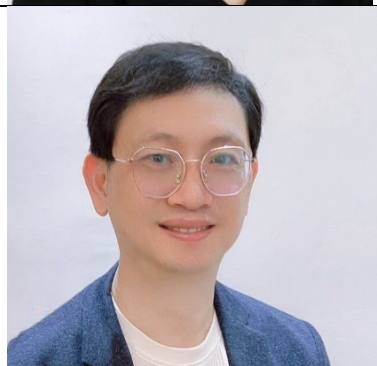

- **Major Research Areas:**
 - Criminal Law
 - Criminal law and new technology
 - Speech on internet and criminal law
 - Criminal law and media news report upon criminal cases
- **Academic Record/Education:**
 - PhD. Graduate school of Law, National Taiwan University.
- **Professional Experience:**
 - Professor, Department of law, National Chung-Cheng University
 - Associate Professor, Department of law, National Chung-Cheng University.
 - Lawyer
 - Specially Appointed Researcher, Faculty of Law, Osaka University, Japan



Louis Boswell, CEO, Asia Video Industry Association (AVIA)



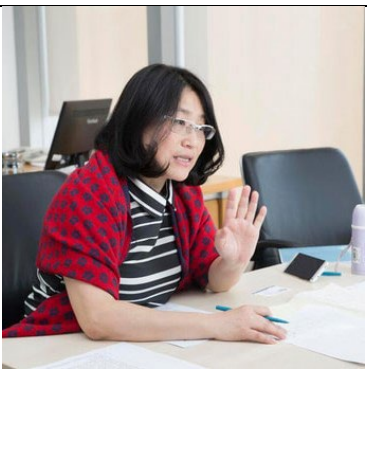
Louis Boswell is the Chief Executive Officer of Asia Video Industry Association (AVIA). As CEO, his remit is to lead the industry through championing all broad based initiatives that result in a more vibrant and healthy video ecosystem. This includes being at the forefront of industry research, supporting evolving business models, understanding the role of technology, representing the industry in conversations with regulators and taking a leading role in eliminating piracy.

	<p>Clare Bloomfield, Acting Chief Policy Officer, Asia Video Industry Association (AVIA)</p> <p>As AVIA's Acting Chief Policy Officer, Clare represents the combined positions of our members and engages in constructive dialogue with governments so they may better understand the curated video industry and foster an environment of support for the growth of the industry. In consultation with and on behalf of AVIA member companies, she will also develop and execute policy initiatives relevant to the video industry. Clare joined AVIA in September 2017 having previously worked as a UK diplomat at the British Consulate-General, Hong Kong, as well as in Washington DC and Pakistan.</p>
	<p>Matthew Cheetham, AVIA, Coalition Against Piracy (CAP), AVIA</p> <p>The General Manager of AVIA's Coalition Against Piracy (CAP), Matthew Cheetham is a qualified lawyer specializing in intellectual property (IP), more specifically copyright protection. AVIA represents the major video industry players in Asia Pacific (APAC) and as General Manager of CAP Matthew oversees all CAP anti-piracy efforts for its members.</p> <p>Matthew has over 20 years' experience working in APAC for some of the largest content producers in the world. Prior to taking up his role at CAP, Matthew worked as the Premier League's Head of Business Affairs, APAC.</p>
	<p>邵瓊慧 Grace Shao, Head, IP & Tech Group, Baker McKenzie Taipei</p> <p>Grace heads the IP & Tech Group in Baker McKenzie Taipei. She is an experienced IP lawyer who has assisted clients with a vast array of IP and tech related matters, including patent/trademark management and enforcement, copyright and digital media, cybersecurity and privacy issues, especially in the high-tech, fashion and entertainment industries. She has extensive litigation and licensing negotiation experience, and has been helping clients to successfully litigate some of the leading IP landmark cases.</p>
	<p>陳健勇 Daniel Tung, Sales Director, Brightcove</p> <p>Daniel is a highly experienced Sales Director with 2 decades of experience in various industries, including enterprise, media, and SaaS. He has built a strong network of contacts and relationships with his experience in understanding business practices in Southeast Asia.</p>

	<p>彭淑芬 Claudia Peng, Secretary General, Cable Broadband Institute in Taiwan (CBIT)</p> <p>Claudia Peng is the Secretary General of CBIT. She has long been endeavoring to optimize the environment and regulations for the industry. Her efforts include appealing for deregulation, a level playing field and combatting on-line piracy through communication and co-working with different sectors so as ultimately to help the industry to fulfill the goal of digital transforming.</p> <p>Claudia's career background includes CEO of CBIT, Director of VIBO Telecom Inc., Director of Asia Pacific Telecom Co., Senior Reporter and Team Leader of Commercial Times.</p>
	<p>楊麗貞 Daphne Yang, CEO, CATCHPLAY Group</p> <p>Daphne joined CATCHPLAY in 2012 and has transformed the company from a film distributor to a leading content and technology powerhouse in the region. CATCHPLAY+, the company's streaming service launched in 2016 now provides over 8 million users in SEA with premium content and cutting-edge user experience. In 2020, Daphne spearheaded the company's expansion into content production, establishing SCREENWORKS Asia that has already produced several commercially successful and critically acclaimed projects. With Daphne's leadership, the company continues to push boundaries in content and technology.</p>
	<p>李立威 Edward Lee, Secretary General, Chinese Internet Channel Community Association (CICCA)</p>
	<p>蔡俊榮 Gary Tsai, COO-Digital Entertainment, CBU-Digital Services, FarEasTone Telecom</p> <p>Gary is a seasoned media and entertainment professional with extensive experience in content creation, OTT platforms, and executive leadership. Currently, Gary is the COO of Digital Entertainment at FarEastone Telecom, where he oversees the planning and operations of strategy, marketing, retail channels, and product development for streaming media and entertainment events.</p> <p>Prior to FET, he's worked for Fox/Star TV, China Network Systems, and Huace Croton Media Group, where he honed his expertise in the media industry.</p> <p>He holds an MBA degree from the Haas School at UC Berkeley and a BA in Diplomacy from National Cheng-chi University.</p>

	<p>盧慈穎 Maxine Lu, MD, Fun Job Studio</p> <p>Maxine Lu is the Managing Director for Fun Job Studio, a Taipei-based boutique production company that aims to create high-quality original content. Their portfolio spans diverse genres and subjects and ranges from documentary to science factual program to dramatic series and feature films. Prior to founding Fun Job Studio, Maxine was Managing Director for Beach House Pictures Taiwan, an Assistant Director for Spots Film, and has also been a freelance writer and filmmaker.</p>
	<p>湯昇榮 Phil Tang, President, Greener Grass Culture</p> <p>Well-known TV producer in Taiwan. President of Greener Grass Culture Co., Ltd.</p> <p>Formerly the Columnist Teaching Professor at National ChengChi University; the Deputy Director and Programme Manager at Hakka TV; Coordinator for Cultural & Artistic Programs at Da Ai Television. Possess experience as a producer, director, reporter, songwriter, record producer, music critic and radio host, and his work has expanded to the industries of film, television, music, publishing and theater.</p> <p>Known for:</p> <ul style="list-style-type: none"> Copycat Killer (2023) Gold Leaf (2021) The Victims' Game (2020) The World Between Us (2019)
	<p>賴弦五 Cliff Lai, Vice Chairman, Homeplus Digital</p> <p>畢業於台灣大學電機系，其後取得美國北卡州立大學電機碩士及政治大學EMBA等學位，在台灣電信產業具有超過30年的實戰經驗，是具備行動電信、有線電視、固網等實務經驗的高階專業經理人。</p>
	<p>王鴻紳 Steve Wang, President, Kbro Co.</p> <ul style="list-style-type: none"> 經歷： <ul style="list-style-type: none"> - Acting CTO in Taiwan Mobile Co., Ltd. - Vice President in FITEL - Assistant Professor, Information Engineering Dept. Chinese Univ. Of Hong Kong 學歷： <ul style="list-style-type: none"> - Ph.D in Electrical and Computer Engineering of Rutgers the State University of New Jersey. 專長： <ul style="list-style-type: none"> - Communication and Telecommunications

	<p>李泰鎮 Taejin Lee, Senior Manager, International Development Department, Korea Copyright Protection Agency (KCOPA)</p> <p>Mr. Taejin Lee currently serves as Senior Manager at KCOPA. Prior to joining KCOPA, he served as Privacy Protection Manager at Lineplus corp., an instant messaging application service company and as Deputy Copyright Manager for JTBC. He also served as Head of International at Korea Music Copyright Association.</p>
	<p>錢大衛 Chien Ta-wei, Chairman, Taiwan OTT Association, Founder and President, LiTV</p> <ul style="list-style-type: none"> 學歷 <ul style="list-style-type: none"> - 美國洛杉磯加州大學電機系 碩士 - 台灣大學電機系 學士 經歷 <ul style="list-style-type: none"> - 社團法人台灣線上影視產業協會 理事長 - 台灣 LiTV 線上影視 董事長 & 創辦人 - 美國 TiVo 資深副總裁 - 美國 Silicon Graphics (SGI) 副總裁 專長 <ul style="list-style-type: none"> - OTT 影視服務 - 衛星及有線電視服務 - 加值服務及商業模式 - 數位廣告及大數據 - 3D 相關技術
	<p>赵晓颖 Catherine Zhao, MD, Broadcasters & Publishers, Nielsen Audience Measurement Asia</p> <p>Catherine Zhao manages the growth and partnerships for Broadcasters & Publishers' Audience Measurement business (e.g. TV Audience measurement, Streaming & Cross-platform solutions, etc.) across Asia. She joined Nielsen China in 1999 and was relocated to Singapore in 2004 to lead the regional TV business. Catherine has more than 25 years' experience and in-depth knowledge in the area of media audience measurement across the region. Catherine has a MBA degree from the University of Birmingham.</p>

	<p>林志杰 Jay Lin, Founder & CEO, Portico Media & GagaOOLala</p> <p>Jay Lin is the founder of Portico Media, a media powerhouse in Taiwan distributing linear channels and programs from NBCU Comcast, A&E, ViacomCBS, and other global media brands. He is also the founder of HahaTai, one of the most popular social media channels in Taiwan as well as GagaOOLala, an LGBTQ + BL streaming service that became the first Taiwanese platform to go global in May 2020. Jay has been named as one of fifteen of the Best of Creative Class by Newsweek in 2019.</p>
	<p>霍筱玉 Jessica Fuk, Research Analyst, APAC Online Video, S&P Global Market Intelligence</p> <p>Jessica Fuk is a Research Analyst focusing on the online video industry in the Asia Pacific region. She has most recently covered the multichannel and broadband sectors. Prior to joining S&P Global Market Intelligence, she held content and channel distribution positions at RTL CBS Asia and Turner International APAC.</p>
	<p>林慧珍 Jane Lin, SVP, Creative Marketing Dept, SET Group</p> <p>簡介：是一位少數跨領域在大數據、電視、網路、平面媒體從事營運及新事業開創者。 One of the few to successfully operate and create business in multiple fields, such as big data, television, internet, and print media.</p> <p>經歷 Work experience：</p> <ul style="list-style-type: none"> 大數據股份有限公司營運長 Chief Operating Officer of Big Data Co., Ltd. ETtoday 新聞雲總監 Deputy Chief Editor of Ettoday.net 聯合報影音事業部副總 Deputy General Manager of United Daily News Group 東森財經台副台長 Deputy Director of Eastern Broadcasting Co., Ltd. (Eastern TV) Financial and Economic Channel
	<p>陳依玫 May Chen, Secretary General, Satellite Television Broadcasting Association (STBA)</p> <ul style="list-style-type: none"> 教學及研究領域 <ul style="list-style-type: none"> 數位匯流新媒體趨勢研究與專案管理、廣電媒體營運管理實務 廣電媒體新聞採編製播實務、新聞自律與專業倫理之實務與協調、報紙雜誌採訪編輯實 學歷 <ul style="list-style-type: none"> 台大 EMBA 商學組 文化大學新聞系 行政院國家發展研究班第一期 經歷 <ul style="list-style-type: none"> TVBS 數位發展委員會召集人 TVBS 總經理室特助

- TVBS 新聞部總監、協理
- STBA 新聞自律委員會主委
- 自立晚報副總編輯
- 自立晚(早)報黨政記者/主任



李芃君 Daphne Lee, Chairperson, NMEA, VP of New Media Service Business, Taiwan Mobile

Daphne Lee, Vice President of Taiwan Mobile, also chairs New Media & Entertainment Association (NMEA) and serves as Board Member of Taiwan OTT Association. Daphne oversees Innovative Services at Taiwan Mobile, which including MyVideo, MyMusic, Gaming Business as well as Direct Carrier Billing and Telco legacy services. Prior to this, she was heading Taobao International Business and spearheaded APAC Regional BD & Marketing for Alibaba.com. Her previous professional role includes Director of Yahoo! eCommerce Group and Vice President of Internet Banking at Citibank Taiwan.



羅文龍 Kevin Luo, Deputy CEO, Taiwan Optical Platform (TOP)

Graduated from the Department of Computer Science and Information Engineering at Tamkang University, Mr. Luo has over 25 years of experience in the Taiwan cable TV industry. He has extensive practical experience, having been involved in numerous industry-leading and pioneering projects such as the development of Conditional Access Systems (CAS), fiber-to-the-home conversion, and smart set-top box services.



高培明 Bimal Kapoor, Deputy CEO, TaiwanPlus

Bimal Kapoor, with 25+ years of global sports and media experience, is the deputy CEO at TaiwanPlus. He leads global marketing efforts focused on the US, Southeast Asia, and India. Before joining TaiwanPlus, Bimal served as the General Manager of the NBA's operations in Taiwan, managing all business lines. He has also held roles at 21st Century Fox, ESPN STAR Sports and STAR TV with experience working in markets across Asia and the world.



冀道涵 Sandy Chi, Reporter and Anchor, TaiwanPlus


Sandy Chi is a reporter and anchor at TaiwanPlus, a news platform in Taiwan. Since 2021, covered stories about COVID-19, culture, sports, the environment and human rights. With a passion for news, she digs deep into stories and forges strong people connections to get first-hand information.

avia Taiwan in View

ASIA VIDEO INDUSTRY ASSOCIATION

4 May 2023, Taipei

Taipei Marriott

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楊國修 Yeo Kok Siew, MD, Warner Music Taiwan

Kok-Siew Yeo is the Managing Director of Warner Music Taiwan. He is responsible for overseeing Warner Music's operation in Taiwan, developing and implementing strategies that will strengthen the company's position as one of the most important players in the worldwide Mandopop industry. Kok-Siew brings a wealth of experience in the content, technology, and entertainment industries to this role. Prior to Warner Music, Kok-Siew held other senior positions at Meta, beIN Asia Pacific, Warner Bros. Discovery (formerly known as Discovery Communications), IMDA and Baker & McKenzie.

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4 May 2023, Taipei

Taipei Marriott

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Cable Broadband Institute in Taiwan



中華網路頻道事業協會
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