



## SUMMIT PROGRAMME

14.00	<p><b>Welcome Address</b></p> <p><b>Louis Boswell, CEO, AVIA</b></p>
14.05	<p><b>CAP APAC Piracy Landscape Overview – Indonesia Deep Dive</b>  <i>Following CAP's recently released YouGov 2023 Consumer Surveys, we provide an overview of online piracy across the APAC region, before analysing the Indonesia data in depth, and reviewing the impact of CAP's actions in Indonesia to date.</i></p> <p><b>Matthew Cheetham, GM, Coalition Against Piracy (CAP), AVIA</b></p>
14.20	<p><b>AVISI - Welcome to the Future</b>  <i>Formed earlier this year as a partnership between government and industry, the key players discuss AVISI and its mission to protect and promote Indonesian content.</i></p> <p><u>Panelists:</u>  <b>Dr. Ir. I Nyoman Adhiarna, M.Eng</b>, Economic Digital Director, <b>Ministry of Communication &amp; Informatics, Republic of Indonesia, (KOMINFO)</b>  <b>Hermawan Sutanto</b>, General Chairman, <b>AVISI, COO, Vidio</b>  <b>Ajeng Parameswari</b>, Secretary General, <b>AVISI, President, Digital Business, Visinema</b></p> <p><i>With Louis Boswell, CEO, AVIA</i></p>
14.45	<p><b>AVISI/CAP MOU Signing</b></p>
14.50	<p><b>Tech – The Rise of New Video Content Piracy Threat : Focus on CDN Leeching</b>  <i>Viaccess-Orca, who are heavily involved in content protection around Asia-Pacific, talk to CAP about their work in the area, and in particular in respect of the rising threat of CDN leeching.</i></p> <p><b>Anne-Sophie Cornet</b>, Anti-Piracy Product Manager, <b>Viaccess-Orca</b></p> <p><i>With Matthew Cheetham, GM, Coalition Against Piracy (CAP), AVIA</i></p>
15.15	<p><b>Korea – A Model to Follow</b>  <i>Hallyu, the wave of Korean content, has swept across Asia-Pacific, including Indonesia. CAP talks to Korean industry representatives about how government support and protection has played a key role in its success.</i></p> <p><b>Itae Choi</b>, Executive Director, <b>Korea's Copyright Overseas Promotion Association (COA)</b></p> <p><i>With Matthew Cheetham, GM, Coalition Against Piracy (CAP), AVIA</i></p>
15.45	<p><b>Coffee Break</b></p>
16.10	<p><b>International Perspectives on Fighting Piracy in Asia-Pacific</b>  <i>Indonesia is not alone in facing online piracy. International industry executives discuss online piracy around the region and best practices to combat it.</i></p> <p><b>Jacelyn Tan</b>, Head of Legal, Asia Pacific, <b>beIN</b>  <b>Sean Godfrey</b>, Senior Commercial Solicitor, APAC, <b>Premier League</b></p> <p><i>With Matthew Cheetham, GM, Coalition Against Piracy (CAP), AVIA</i></p>



16.40	<b>Tech – Nagra Showcase</b> <i>CAP speaks to Nagra about their work with industry players in the region and their latest developments in content protection across Asia-Pacific.</i>  <b>Stéphane Le Dreau</b> , SVP, Regional GM, <b>NAGRA</b>
17.05	<b>Piracy in Indonesia – Getting on Top of Things</b> <i>Local AVISI members discuss the online piracy problems they face in Indonesia and their collective approach to countering them.</i>  <u>Panelists:</u> <b>Suryanda Stevanus</b> , Head of Government Relation, <b>AVISI</b> , Head of Digital Content, <b>Telkomsel</b> <b>Gina Golda Elizabeth Pangaila</b> , Vice General Secretary, <b>AVISI</b> , SVP Legal, Anti-Piracy, and Government Relation, <b>Vidio</b> <b>Helmi Balfas</b> , Vice General Secretary, <b>AVISI</b> , Director, <b>Vision+</b>  <i>With <b>Matthew Cheetham</b>, GM, Coalition Against Piracy (CAP), <b>AVIA</b></i>
17.30	<b>Closing Remarks and Summit Cocktails</b>

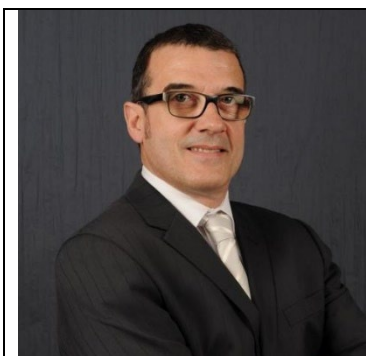

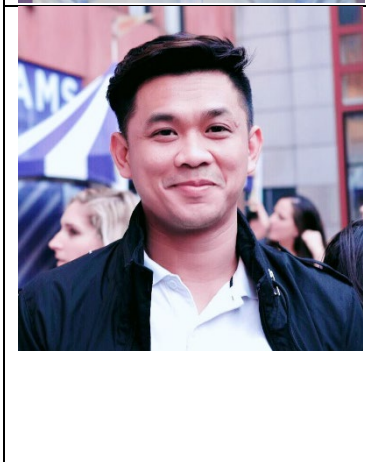
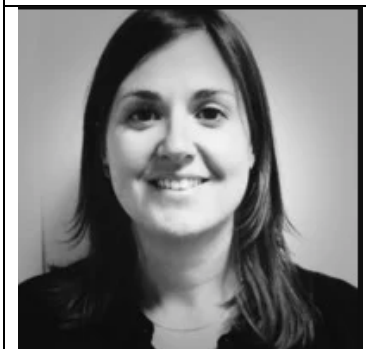



## Speaker Profiles




	<p><b>Dr. Ir. I Nyoman Adhiarna, M.Eng, Economic Digital Director, KOMINFO</b></p>
	<p><b>Itae Choi, Executive Director, Korea's Copyright Overseas Promotion Association (COA)</b></p> <p>Itae Choi serves as the Executive Director of the Copyright Overseas Promotion Association (COA), a coalition of copyright holders that encompasses key sectors of K-contents. The COA's primary objectives are to support the overseas entry of leading Korean cultural content and to protect its copyright. Mr. Choi earned a master's degree in journalism from Korea University's Graduate School of Journalism, reflecting his deep-rooted interest in the impact of media and cultural content.</p>
	<p><b>Louis Boswell, CEO, AVIA</b></p> <p>Louis Boswell is the Chief Executive Officer of the Asia Video Industry Association. 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>
	<p><b>Matthew Cheetham, GM, Coalition Against Piracy (CAP), AVIA</b></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><b>Jacelyn Tan, Head of Legal, Asia Pacific, beIN Sports</b></p> <p>Jacelyn Tan is the Head of Legal, APAC for beIN Sports. She has worked with beIN Media Group since 2015 and has over 15+ years of experience in the sports media industry including at Lagardere Group.</p>





	<p><b>Stéphane Le Dreau, SVP, Regional General Manager APAC, NAGRA</b></p> <p>Stéphane Le Dreau is the Senior Vice President, Regional General Manager APAC at NAGRA. He joined the company in 2009 as VP Product and Solutions in the marketing organization and has taken South Asia Sales responsibility in 2011. Prior to joining NAGRA, he has over 20 years of experience in the management of complex solutions in international environment, holding various senior sales and marketing positions at Nortel in Dallas (US), Hong Kong, Paris (France) and London (UK).</p>
	<p><b>Sean Godfrey, Senior Commercial Solicitor, APAC, Premier League</b></p> <p>Sean trained as a lawyer at DLA Piper UK LLP before moving to the Premier League Enforcement Team in London. There he worked across the Premier League's anti-piracy efforts including on dynamic server level site blocking injunctions, and criminal and civil prosecutions of infringing website operators and ISD suppliers. Since relocating to the Premier League's Singapore office in May 2019, he's worked on legal actions, lobbying and education campaigns related to anti-piracy across South East Asia.</p>
	<p><b>Suryanda Stevanus, Head of Government Relation, AVISI, Head of Digital Content, Telkomsel</b></p> <p>Suryanda (nick name: Ojido Stevanus) is an executive with more than 1,5 decade's worth of Communication, Content and Transformation experience in the global technology industry.</p> <p>He has spent the past 16 years at Telkomsel, world's 6th largest cellular operator. In various management positions, Suryanda has developed and directed activities of marketing, digital content and culture transformation.</p> <p>Suryanda holds double Masters Degree in Business Administration and Digital Communication from New York University (NYU) - USA and Language Literature from American Language Institute of NYU.</p>
	<p><b>Anne-Sophie Cornet, Anti-Piracy Product Manager, Viaccess-Orca</b></p> <p>Anne-Sophie Cornet is Product Manager of VO's Anti-Piracy Services. Throughout her 18-year career in the telecommunication industry, she has worked in a variety of high-profile roles, building experience in the international broadcast ecosystem, and working in software development and integration for the Pay-TV sector. She joined VO in 2010, working initially as an STB Integration Engineer, before moving on to becoming a Project Manager, and then later assuming the position of Product Manager.</p>
	<p><b>Hermawan Sutanto, General Chairman, AVISI; COO, Vidio</b></p> <p>Hermawan Sutanto is the COO of Vidio, Indonesia's top OTT service, where viewers swarm to watch the best entertainment content, especially local original series and premium sports like Liga 1, the Premier League, the FIFA World Cup, and the NBA. Prior to joining Vidio, he had few leadership experiences across technology companies.</p>



	<p><b>Gina Golda Pangaila, Vice General Secretary, AVISI, SVP Legal, Anti-Piracy, and Government Relation, Vidio</b></p> <p>Gina started her career in 2009 and was in private practice for 10 years across Asia before decided to joining in-house in 2019 with Lazada. She's currently heading Vidio's legal, anti-piracy, and government relations team. Currently she also serves as Vice Secretary General of AVISI (Indonesian Video Streaming Association). Gina holds a Bachelor of Laws degree from the Catholic University of Parahyangan and a Master of Laws degree from Erasmus University Rotterdam. Gina's most recent achievement is the recognition as the Top In-house IP Lawyer by The IPR Gorilla in 2022.</p>
	<p><b>Ajeng Parameswari, Secretary General, AVISI, President of Digital Business, Visinema</b></p> <p>Ajeng is an enthusiastic Business Strategic Planner in Banking and Finance companies, specializing in business development, project management. Ajeng has solid track of end-to-end business strategy in her field. Ajeng began her career in Visinema as Chief Business Development and Partnership, with the responsibility of nurturing the growth of the company. Together with Visinema, Ajeng built the company with a business strategy that not only carries idealism, but also the flexibility to step up to challenges. Ajeng provides clear vision and direction, which allow Visinema to grow even further.</p>
	<p><b>Helmi Balfas, Vice General Secretary, AVISI, Director, Vision+</b></p> <p>Helmi is a Director at Vision+, which is part of the MNC Group, with experience in the digital media field, particularly in areas related to Product, Promotion, Content, and Monetization</p>