


## Conference Programme

08:00	<b>Delegate Registration</b> Grand Ballroom, Level 1, Park Hyatt Bangkok
09:00	<b>Welcome Address by Emcee</b>
09:05	<b>Opening Address</b> <b>Louis Boswell, CEO, AVIA</b> and <b>Sompan Charumilinda, Executive Vice Chairman, True Visions Group</b>
<b>STATE OF VIDEO IN THAILAND</b>	
09:15	<b>Opening Address and In Conversation with Commissioner Pirongrong Ramasoota, The National Broadcasting and Telecommunications Commission (NBTC), Thailand</b>  <i>With Clare Bloomfield, Chief Policy Officer, AVIA</i>
09:40	<b>Market Overview</b>  <b>Virat Patel, Managing Director, Pioneer Consulting Asia Pacific</b>
10:10	<b>Streaming into the Future</b> Streaming has well and truly established itself in the Kingdom with a broadband infrastructure that has enabled a third of Thai households to subscribe to an on-demand service. What is the potential for further growth and what are the potential challenges that need to be overcome in order to succeed? With so many international, regional and local players already in or planning to enter the market, how are players looking to distinguish their services in an increasingly competitive market?  <u>Panelists:</u> <b>Parnsuk (Poppy) Tongrob, Country Director for Thailand, iQIYI</b> <b>Kanokporn-Jay Prachayaset, Country Manager, WeTV Thailand, Tencent Thailand</b> <b>Winradit (Win) Kolasastraseni, President, Digital Media, True Digital Group</b>  <i>With Gregory Ho, Snr. Advisor, AVIA</i>
10:40	<b>Protecting our Content and Increasing Subscriber Value</b> With billions invested into content every year and ARPUs being squeezed, the need to protect content and deliver greater value to subscribers has become imperative. What more can be done to defend against the scourge of piracy as it continues to steal subscribers, viewers and millions of Baht?  <u>Panelists:</u>  With <b>Louis Boswell, CEO, AVIA</b>
11:10	<b>Coffee Break</b> Sponsored by:  

## THE SUPREMACY OF CONTENT

11:30	<p><b>Thailand Time</b></p> <p>The competition for quality content has reached the shores of Thailand with many touting Thai content and top talent as having the highest potential to lead the next Asian wave. What is the appeal of Thai content for non-Thai viewers, what genres and types of shows are rating, and what more needs to be done for Thai content and talent to truly realize its full potential?</p> <p><u>Panelists:</u>  <b>Ziraviss Vindhanapisuth</b>, VP International Business, <b>BEC World</b>  <b>Pantham Thongsang</b>, VP of Production and Head of Originals Production, <b>The One Enterprise Public Company Limited</b>  <b>Danny Chung</b>, Head Talent and Content Development, <b>THEBLACKSEA</b></p> <p><i>With Clare Bloomfield</i>, Chief Policy Officer, <b>AVIA</b></p>
12:00	<p><b>The Rise of Thai Content</b></p> <p>Thailand has a long-established reputation as an advertising creative hub and a vibrant theatrical industry. With greater demand for Thai content from both international and local players, how is the local Thai industry stepping up to meet this demand? Is there enough talent, what are the opportunities and challenges that need to be surmounted, and how can rising costs be mitigated?</p> <p><u>Panelists:</u>  <b>Sirisak Koshphasharin</b>, Vice Chairman, <b>The National Federation of Motion Pictures and Contents Associations (MPC)</b>  <b>Ari Arijitsatien</b>, Co-CEO, <b>True CJ Creations</b></p> <p><i>With Gregory Ho</i>, Snr. Advisor, <b>AVIA</b></p>
12:30	<p><b>Enhancing the Pay TV Consumer Experience to Drive Growth</b></p> <p>With consumers spoilt with a myriad of choice, it is often the customer experience that truly distinguishes one service from another. How can the latest technology be harnessed to make that tangible difference in the race to grow subscribers and retain loyalty, from data driven programming and content production/acquisition, marketing and promotion to leveraging the latest cloud technology, data security and enhanced audio experience?</p> <p><u>Panelists:</u>  <b>Saran Phaloprakarn</b>, Head of Mobile and Consumer Products, <b>AIS</b>  <b>Pongphop (Chong) Laochaikun</b>, Business Development Lead – Thailand, <b>Akamai Technologies</b>  <b>Ashim Mathur</b>, VP, APAC Marketing, <b>Dolby Laboratories</b></p> <p><i>With Virat Patel</i>, Managing Director, <b>Pioneer Consulting</b></p>
13:00	<b>Lunch</b>
<b>BOOSTING ADVERTISING REVENUE</b>	
14:00	<p><b>Showcasing Thai Soft Power to the World</b></p> <p>With the rise in popularity of Thai content beyond the Kingdom, how can Thailand ride on the popularity of its cuisine and fame as a holiday destination to project its soft power into entertainment? What are the opportunities and challenges, from creating strategic partnerships to dedicated licensing teams to sell international formats? What more can the industry do as a whole and what further regulatory support is required?</p> <p><u>Panelists:</u>  <b>Surin Kittayaphongphun</b>, President of TV business and executive director, <b>BEC World</b></p>

	<p><b>Birathon Kasemsri Na Ayudhaya</b>, Chief Content Strategy, Investment &amp; Partnership Officer, <b>CP Group and True Corporation</b>  <i>With Louis Boswell</i>, CEO, <b>AVIA</b></p>
14:30	<p><b>Advertising in a Premium Video Environment</b>            Highlights from the latest AVIA commissioned Thailand consumer research on the impact of advertising in a premium video environment.</p> <p><b>Louis Boswell</b>, CEO, <b>AVIA</b></p>
14:45	<p><b>Winning the Confidence of Thai Marketeers</b>            The growth in ad spend on VOD services has yet to achieve its full potential. What more needs to be done to get OTT on to the marketer's media plans to ensure that it has its fair share of the advertising budget?</p> <p><u>Panelists:</u>  <b>Atisa (Ploy) Techakhunbundit</b>, Client Development Associate Director, <b>GroupM Nexus</b>  <b>Kengkat Tanhasaitong</b>, SAVP Online Commercial, <b>one31</b>  <b>You Sing Ching</b>, Head of Advertising Technology, <b>True Digital Group</b></p> <p><i>With Mete Bargmann</i>, Commercial Director JAPAC, <b>Springserve</b></p>
15:15	<p><b>Coffee Break</b>            Sponsored by:</p> <p></p>
15:45	<p><b>Thriving in Premium Video</b>            With the increased consumption of premium OTT video, publishers are increasingly looking at programmatic as a means to optimize monetization of premium video. How does one navigate the challenges and opportunities and what are some of the ways to successfully align a publisher's programmatic tools, technology and partnerships?</p> <p><u>Panelists:</u>  <b>Rathakorn Surbsuk</b>, Head of Addressable TV Solution - Indonesia, Thailand, and Vietnam Cluster, <b>GroupM Nexus</b>  <b>David Sky</b>, Director of Advertising Operations, <b>True Digital Group</b></p> <p><i>With Emily Yri</i>, VP International Marketing, <b>PubMatic</b></p>
16:15	<p><b>Cross Media Research Highlights and Insights</b>            As the first Asian country to adopt Nielsen's cross media audience measurement system, what are some of the recent top-line highlights from Thailand as audiences' consumption behaviour is now seen traversing across multiple media and platforms for their entertainment needs? What are the TV reach and total ad spend trends, and how do they compare with the rest of APAC and the US?</p> <p><b>Pumtat (Gur) Boonyakarn</b>, Thailand Broadcasters &amp; Platform Lead, <b>Nielsen</b></p>
<b>ENGAGING FANS AND EXPANDING THE ECOSYSTEM</b>	
16:30	<p><b>Closing Keynote - the Big Picture with...</b>            In conversation with one of Thailand's leading media executives.</p> <p><b>Takonkiet Viravan</b>, Group CEO, <b>The One Enterprise Public Company Limited</b></p>

# Thailand in View

10 October 2023 | Park Hyatt, Bangkok

 [www.avia.org](http://www.avia.org)

**avia**  
ASIA VIDEO INDUSTRY ASSOCIATION

	With <b>Louis Boswell</b> , CEO, AVIA
17:00	Closing Remarks followed by Cocktail Reception

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