


Conference Programme

08:00	Delegate Registration Grand Ballroom, Level 3, voco Orchard Singapore
09:00	Welcome Remarks by Emcee
09:05	Welcome Address Clare Bloomfield , Chief Policy Officer, AVIA
09:10	Market Overview Dhivya T , Lead Analyst - Head of Content & Platform Insights, Media Partners Asia
09:30	Dare to Stream Following the great paradigm shift of 2022, the drive towards profitability and free cash flow has uprooted all that streaming originally stood for. Prices are rising, advertising, content licensing and theatrical releases are back in vogue and scale is more critical than ever. But will all this be enough to drive revenue growth and get streaming into the black? <u>Panelists:</u> Ana Bautista , Research and Strategy Director, Asia, BBC Studios Stéphane Le Dréau , SVP Global Products and Partners Management & GM APAC, NAGRA Shonali Bedi , Head of Strategy, Partnerships and Insights - APAC, Warner Bros. Discovery With Dhivya T , Lead Analyst & Head of Content and Platform Insights, Media Partners Asia
10:00	Streaming FAST There are already an estimated 1500 FAST channels in the US and in 2023 alone, they are expected to bring in close to US\$5.5Bn in revenue, with global revenues estimated at around US\$12Bn by 2027. Will 2024 be the year that FAST comes to Asia in a big way? What are the challenges and opportunities, and does the business model make sense in this region? Samantha Cooke , Head of Product Marketing, Samsung Ads APAC With Madoka Hull , Senior Customer Success Manager, Japan, Publica Session brought to you by: 
10:30	Regulating for Growth The Indian media and entertainment industry is valued at between USD\$28-30Bn and is projected to grow annually at approximately 12 per cent. While India has the talent and creative skill, and the potential to become a global content and uplinking hub, it also requires an industry-friendly environment. What and how can it be a win-win position for all -- the regulators, policy-makers, streamers, TV industry and the consumers? Meenakshi Gupta , Acting Chairperson & Member, Telecom Regulatory Authority of India (TRAI) With Clare Bloomfield , Chief Policy Officer, AVIA
10:55	Coffee Break

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11:10	<p>Engaging Fans and Building Loyalty</p> <p>While the all-out drive for subscriber growth has abated, the focus is still very much on keeping existing and new subscribers/viewers engaged, strengthening their loyalty and reducing churn. What are some of the latest trends marketers are adopting, how much does data and technology play a part in their decision making and how important are partnerships today?</p> <p><u>Panellists:</u> Sarah Lim, Senior Solutions Engineer, Akamai Technologies Sophia Spinelli, VP, Brands & Marketing, Asia, BBC Studios Anuja Trivedi, Chief Marketing Officer, Shemaroo Entertainment</p> <p>With Magdalene Ng, Head, Marketing and Communication – Asia, beIN SPORTS Asia Pacific</p>
11:50	<p>Transformation of TV in the Emerging OTT Landscape</p> <p>As viewing habits evolve with streaming and traditional living room devices give way to hybrid boxes and streaming services, linear TV inventory monetization too has changed as addressable solutions reach viewers wherever and however, they are watching TV. What are the challenges, and latest trends for OTT viewership in Malayasia, Singapore and the rest of the region, and what opportunities do these insights offer?</p> <p>Deepti Khutal, VP, Partner Solutions, INVIDI</p> <p>With Ann-Chatrine Hellstrand, Account Director, INVIDI</p> <p>Session brought to you by:</p> 
12:15	<p>Super Aggregation and Simplifying the Consumer Experience</p> <p>With greater choice and an increasingly complex journey for consumers, how can better planned super aggregation help operators win? What are the latest trends and strategies, the pro and cons of proprietary versus open-source approaches and how can collaboration with partners help create a secure and seamless user experience that unlocks new monetization opportunities?</p> <p><u>Panelist:</u> Dan Qu, Strategic Partnerships Manager - TV Platforms (Android TV, Google TV), Google Bruce Curtin, Product Director, Irdeto</p> <p>With Lisa Spencer, VP of Marketing, Irdeto</p> <p>Session brought to you by:</p> 
12:40	Lunch
14:00	<p>The Evolution of Platform and Entertainment</p> <p>In an effort to enhance consumer experience and loyalty, how and what are some of the innovative ways video platforms and entertainment have harnessed new technologies to improve the viewing experience and better protect their content IP, and what more can they do to achieve greater sustainability?</p> <p><u>Panelists:</u></p>


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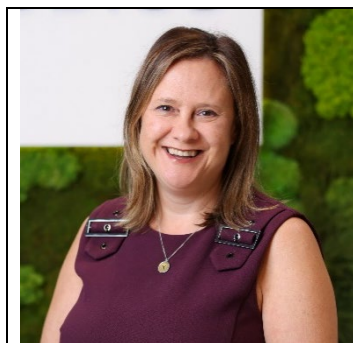
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	<p>Sarah-Tabea Sammel, Social Impact Filmmaker and Director, Biome Entertainment Cheryl Koh, Regional Marketing Director, Dolby Laboratories Gina Golda Pangaila, SVP Legal, Anti-piracy and Government Relations, Vidio</p> <p><i>With Esther Peh</i>, Director, Government Affairs & Public Policy – APAC, Warner Bros. Discovery</p>
14:25	<p>FAST and the Emerging Monetisation Trends in APAC With FAST soaking up viewing numbers in the US and other markets, there's now a strong set of learnings that can be taken and applied to the Asia-Pacific region.</p> <p>Chiyo Yanagita, Country Manager and SVP, Revenue, Japan, Brightcove</p> <p><i>With Roberta Cambio</i>, Senior Product Marketing Manager, Brightcove</p> <p>Session brought to you by:</p> <p>BRIGHTCOVE</p>
14:50	<p>Monetizing the Stream As the relentless, drive for profitability continues and the pressure to increase revenues from advertising increases, monetizing streaming and building a scalable advertising business becomes all the more imperative. What are the challenges, how can you overcome them and what are some of the best ways of doing so?</p> <p><u>Panelists:</u> Mutia Nandika, Group Sales & Marketing Director, EMTEK/SCM Kalyani Narayanan, Senior Director, Solutions Architecture, Moloco</p> <p><i>With Vanita Kohli-Khandekar</i>, Consulting Editor, Business Standard</p> <p>Session brought to you by:</p> <p>MOLOCO</p>
15:15	<p>Optimizing Premium Video Advertising With the increased consumption of premium OTT video, how can programmatic optimize monetization of premium video? What are the opportunities and how can programmatic tools, technology and partnerships create new ways and strategies to deliver better solutions and increase revenue?</p> <p>Alex Lowes, VP, Client Growth - Media Solutions, APAC, GroupM Nexus</p> <p><i>With Emily Yri</i>, VP International Marketing, PubMatic</p> <p>Session brought to you by:</p> <p>PubMatic</p>
15:35	<p>Getting Marketeers into the Stream In spite of its undoubted audience size, 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></p>

	<p>Anita Munro, CIO, Southeast & North Asia, Chair, APAC Investment Committee, GroupM Chloe Neo, Chair for Media & Measurement, AAMS & CEO, OMG Singapore</p> <p><i>With Juliette Stead</i>, SVP, Head of JAPAC, Magnite</p>
16:00	Coffee Break
16:15	<p>Sustaining the Rise of Asian Content Streaming has undoubtedly fuelled the rise of Asian content and its growing popularity beyond the region. From the dominance of K-content to the rising popularity of India and Thai content, can the surge in interest and investment in Asian content be sustained, and how can the ever-rising costs of production be mitigated?</p> <p><u>Panelists:</u> Agnes Rozario, Director of Content, ASTRO Marianne Lee, Chief of Content Acquisition and Development, Viu Nimisha Pandey, Chief Content Officer, Hindi Originals, ZEE5</p> <p><i>With Min Lim</i>, Group CEO, Vision New Media</p>
16:45	<p>Elevating Asian Storytelling As Asian content rides the wave and global reach of international streamers, does Asia really have the talent and production capabilities to tell stories that capture sizable audiences in the West? What more needs to be done to elevate Asian storytelling and for the industry to truly realize its full potential?</p> <p><u>Panelists:</u> Angeline Poh, Chief Customer and Corporate Development Officer, Mediacorp Kirana Cheewachuen, Deputy Director, Planning & Business Development, Strategic Content Group, True Corporation</p> <p><i>With Michele Schofield</i>, SVP, Commercial, Viddsee</p>
17:15	<p>Big Picture: In Conversation with... A roundtable discussion with the movers and shakers of Asia's video and streaming industry on the state of the industry, key challenges, priorities and growth opportunities in the year ahead.</p> <p><u>Panelists:</u> Beverley McGarvey, EVP, Chief Content Officer & Head of Paramount+, Paramount ANZ Esther Nguyen, Founder & CEO, POPS Worldwide</p> <p><i>With Vanita Kohli-Khandekar</i>, Consulting Editor, Business Standard</p>
17:45	<p>Closing Remarks followed by Cocktail Reception</p> <p>Sponsored by:</p> 

SPEAKER PROFILES

	<p>Meenakshi Gupta, Acting Chairperson & Member, Telecom Regulatory Authority of India (TRAI)</p> <p>Meenakshi Gupta joined as Whole-time Member of Telecom Regulatory Authority of India in 2021 after being Deputy Comptroller & Auditor General of India. She has held several leadership positions in federal & State governments, apart from undertaking international assignments, including at WIPO. Gupta holds a MA in Economics from Delhi University and did Master's in Development Economics from University of Bath, UK, apart from being a certified fraud examiner and internal auditor.</p>
	<p>Sarah Lim, Senior Solutions Engineer, Akamai Technologies</p> <p>Sarah Lim is the Senior Solutions Engineer for Akamai looking after customers with focus on Singapore and Indonesia.</p> <p>Sarah has been in the field in the area of Cloud Security, Monitoring and CDN space covering South East Asia countries for the past 19 years in presales capacity; helping customers in various sectors such as healthcare, fintech, and public sectors, among others.</p>
	<p>Agnes Rozario, Director of Content, Astro</p> <p>Agnes Rozario oversees content aggregation and creation for Astro Group, managing Astro and NJOI TV, sooka, Gempak, Astro Shaw, Rocketfuel talent and more.</p> <p>A firm advocate for local content, Agnes leads the team behind Astro's original IPs including local film Polis Evo 3, which has outperformed Hollywood juggernauts at the box office in 2023 and Malaysia's most popular shows All Stars Gegar Vaganza, premium Astro Originals Projek: High Council and The Queen's Ploy, as well as the production of the Malaysian Football League.</p> <p>Under her leadership, Astro has increased audience engagement leveraging on the strength of local original productions.</p>
	<p>Ana Bautista, Research and Strategy Director, Asia, BBC Studios</p> <p>Ana is Research and Strategy Director for BBC Studios Asia, responsible for developing and defining the Asia growth strategy across the global distribution businesses in South East Asia, India, Japan and Korea. She also oversees the expansion and rollout of BBC Player, BBC Studios' authenticated on demand streaming service.</p> <p>Previously, Ana was the research lead for BBC Studios Asia, responsible for audience measurement and insights, providing deeper understanding of the Asian audiences to drive the performance of BBC channels and the overall BBC brand value.</p>



Sophia Spinelli, VP, Brands & Marketing, Asia, BBC Studios

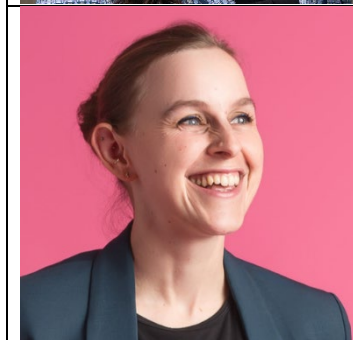
Sophia has spent nearly two decades working with some of media's most trusted brands, leading global, regional and local marketing strategies for BBC Studios, the Australian Broadcasting Service and multilingual, multiplatform media company, SBS.

Passionate about content, Sophia has worked on building iconic global brands including BBC Earth, Bluey and Doctor Who across APAC. In her current role, she oversees BBC Studios' B2B and D2C marketing strategies across Asia, and also leads the Region's Consumer Product and Licensing team - recently launched licensing programs in South East Asia and South Korea



Magdalene Ng, Head, Marketing and Communication – Asia, beIN SPORTS Asia Pacific

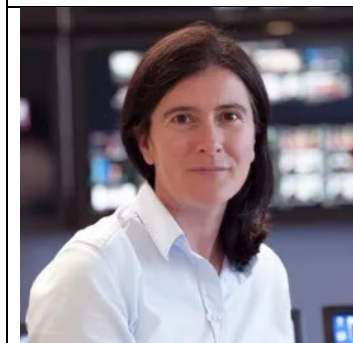
Magdalene leads marketing and communication for beIN SPORTS Asia Pacific. She was part of the pioneering team and played a key role in laying the foundation for beIN's business in the region - from building the Marcom team and scaling operations, to launching products and driving growth. Magdalene is passionate about elevating brand value and facilitating consumer engagement for beIN's various line of businesses, including its direct-to-consumer offering, beIN SPORTS CONNECT.



Sarah-Tabea Sammel, Social Impact Filmmaker & Director, Biome Entertainment

Sarah-Tabea SAMMEL is an award-winning Filmmaker and Social Entrepreneur. The Writer-Director specialises in character-driven storytelling across genre feature films and commercial content for social empowerment, ESG, and capacity-building. She is the Founder and Managing Director of Biome Entertainment Pte. Ltd. based in Singapore and operating internationally.

The company's feature film arm develops female-led genre projects and co-productions that have been represented at some of the most prestigious film markets, while its digital content arm supports organisational narrative excellence and social governance KPIs for B2B clients.



Roberta Cambio, Senior Product Marketing Manager, Brightcove

Roberta Cambio is Brightcove's Senior Product Marketing Manager. Having previously led Brightcove's engagement with the media and broadcast industries in EMEA, she is now driving strategy and leading go-to-market execution in media. Having helped broadcasters, sports federations, and publishers engage their audiences with video, Roberta has experience across a number of elements, including broadcast, OTT, and digital strategies. This experience is grounded in a passion for video and new technologies that help audiences enjoy their favorite content.



Chiyo Yanagita, Country Manager and SVP, Revenue, Japan, Brightcove

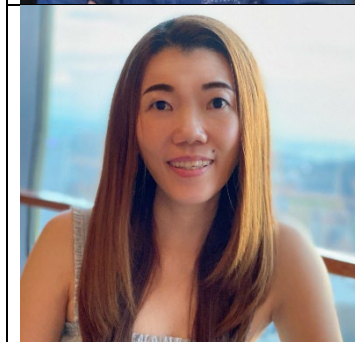
Chiyo Yanagita is the Country Manager and SVP, Revenue, Japan at Brightcove. She brings over 25 years of work experience in cutting-edge digital media, forging impactful strategic and commercial partnerships, and unlocking new revenue streams. Prior to joining Brightcove, Chiyo has held various senior leadership roles, most recently at DAZN as Head of Operator Relationship and also at 20th Century Fox, Jupiter Telecommunications, and Pay Per View Japan, a division of SKY PerfectTV.



Vanita Kohli-Khandekar, Consulting Editor, Business Standard

Vanita Kohli-Khandekar has been tracking the Indian media and entertainment business for two decades.

Currently she is a columnist and writer for Business Standard, a financial daily from India and for Singapore-based Content Asia. She was earlier with EY. A Cambridge University press fellow (2000), Vanita has taught at top media schools. Her first book The Indian Media Business (Sage) is in its fifth edition. Her second book, The Making of Star India (Penguin-Random House, 2019) is in the process of being made into a web-series.



Cheryl Koh, Regional Marketing Director, Dolby Laboratories

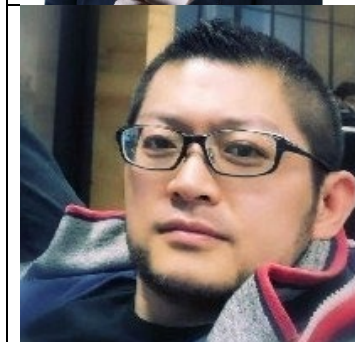
Cheryl oversees the marketing portfolio for Dolby in South East Asia, Australia and New Zealand. She is responsible for conceptualizing and executing marketing strategies to grow awareness and demand for Dolby experiences across various market segments- music, home entertainment, gaming and cinemas in the region.

With over 20 years of B2C and B2B2C marketing in the region, Cheryl has a proven track record of creating and executing successful marketing campaigns, increasing brand awareness and driving sales. Cheryl holds a Bachelor's Degree in Business Management majoring in Marketing from the Royal Melbourne Institute of Technology.



Mutia Nandika, Group Sales & Marketing Director, EMTEK/SCM

Mutia's career journey began in a TV newsroom till 2005 where she transitioned into advertising sales, she then ventured into working with industry technology giants such as Microsoft and Google. Mutia currently is the Chief Revenue Officer/Director of local media conglomerate Emtek Group. At Emtek, Mutia not only spearheads revenue across top tier linear TV networks, but also leads strategic investments and revenue for Emtek's New & Digital businesses and is currently focusing to grow the expansion of Emtek Affiliate Marketing & Influencer Ecosystem.








Dan Qu, Strategic Partnerships Manager - TV Platforms (Android TV, Google TV), Google

As the region lead running partnerships and business of Google's TV platforms for APAC markets, Dan has been working in Google for 9 years, with experiences across programmatic advertising and TV/CTV.



Anita Munro, CIO, South East and North Asia, Chair APAC Investment Committee, GroupM

Anita is the Chief Investment Officer at Group M for the APAC region. She has worked within media agencies for 20+ years, leading both investment and client business functions. Her experience provides an integrated understanding of all media and fuses leadership, strategic planning, investment and operations. Her passions follow the digital evolution of the industry as well as supporting and leading numerous DEI and sustainability initiatives.

	<p>Alex Lowes, VP, Client Growth - Media Solutions, APAC, GroupM Nexus</p> <p>Alex is VP of Client Growth – Media Solutions, Asia Pacific for GroupM Nexus: a powerhouse of experts propelling performance and innovation at scale for GroupM's agencies and clients. With unrivalled platform accreditations, proprietary technology and a culture of innovation, GroupM Nexus redefine media effectiveness to drive growth for global advertisers.</p>
	<p>Ann-Chatrine Hellstrand, Account Director, INVIDI</p> <p>Ann-Chatrine Hellstrand is an accomplished account management and business development executive. As Account Director at INVIDI Technologies, she serves as the primary point of contact for premium clients in the Nordics, Benelux, Spain, the UK, and APAC. Hellstrand's focus on driving customer success has ensured INVIDI's clients receive exceptional value and tailored solutions. With a dedication to customer satisfaction, she continues to drive business growth and ensure client success in the ever-evolving addressable advertising technology landscape.</p>
	<p>Deepti Khutal, VP, Partner Solutions, INVIDI</p> <p>Deepti Khutal, Vice President of Partner Solutions at INVIDI, is responsible for deploying addressable advertising solutions in the India and EMEA regions. Deepti has 18 years of experience in the media industry, with particular focus on customer deployment and content monetization. Before INVIDI, she held several leadership roles at Ooyala and TCS.</p>
	<p>Bruce Curtin, Product Director, Irdeto</p> <p>Bruce Curtin joined Irdeto in 1996 and is currently Product Director with 30 years of experience across the telecommunications and pay-TV industries. An expert on effectively combining end-to-end security with Hybrid Android TV and RDK-V Super Aggregator platforms, Bruce focuses on scalable solutions offering choice, leverage and time-to-market advantages. Prior to Irdeto, Bruce worked in Alcatel-Altech Telecoms Group in South Africa. Bruce holds a BSc. degree in Electronics and Computer Science from the University of Cape Town in South Africa.</p>
	<p>Lisa Spencer, VP of Marketing, Irdeto</p> <p>Lisa Spencer is the VP of Marketing at Irdeto. She is a seasoned marketing communications executive with more than 20 years of experience in creating awareness, and cultivating interest, engagement and preference for a variety of companies in the technology, healthcare and transportation industries. She is an experienced storyteller with a track record of creating demand generation and customer retention programs that contribute to the bottom line. Based in the Netherlands, Lisa holds a double major degree in Journalism and French from Carleton University (Canada).</p>



Juliette Stead, SVP, Head of JAPAC, Magnite

Juliette Stead is SVP, Head of JAPAC at Magnite, leading the business across the region, with teams in Australia, New Zealand, Southeast Asia, India and Japan. With more than 20 years of experience in media and ad tech, and a proven record of driving results in the region. Juliette is passionate about leveraging innovative and trusted technology to create new opportunities and solutions for business partners, especially when that converts to an enhanced experience for audiences.



Angeline Poh, Chief Customer and Corporate Development Officer, Mediacorp

Angeline Poh is Mediacorp's Chief Customer & Corporate Development Officer. In this concurrent appointment, she oversees Mediacorp's audience engagement and programming across its multiple platforms; as well as manages the development and execution of corporate-wide strategy, projects, and initiatives. She also oversees the Singapore Media Academy, which offers training and education services for the media industry.

Before joining Mediacorp, Angeline was the Assistant Chief Executive Officer of the Infocomm Media Development Authority (IMDA). She was also the Managing Director of McGraw-Hill Education.



Dhivya T, Lead Analyst - Head of Content & Platform Insights, Media Partners Asia

Dhivya T is a specialist in streaming video services across Asia Pacific at Media Partners Asia (MPA), focusing on Australia, Japan, Korea and key markets in Southeast Asia. Her work involves tracking and evaluating content creation, consumption, investment and distribution as well as subscriber and advertising growth. At AMPD, MPA's digital measurement platform, she helps companies understand the use cases of premium local and international content with her insights and research focused on subscriber acquisition, retention, reach, travelability and ROI.



Kalyani Narayanan, Senior Director, Solutions Architecture, Moloco

Kalyan is a Digital Media Technology Professional with 21 years of experience predominantly in the Media and Entertainment Technology Industry, she has held software development, product and program management roles. In the Digital Media Technology aspect, she has worked in close partnership with the creative talents at NBCUniversal, Sony Pictures, Sony Playstation. Recently, she is focused on launching & expanding large scale streaming services like PlayStation Vue, Hulu Live, Hotstar, Disney+ and works across all aspects of the technologies that go into powering them globally.



Stéphane Le Dreau, SVP Global Products and Partners Management & GM APAC, NAGRA

Stéphane Le Dreau is the SVP Global Products and Partners Management & GM APAC at NAGRA. He joined the company in 2009 as VP Product and Solutions in the marketing organization and in 2011 he has taken South Asia Sales responsibilities as VP Sales and Business Development.

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).



Chloe Neo, Chair for Media & Measurement, AAMS & CEO, OMG Singapore

Chloe's career to date spans across media consultancy, transformational change management and business leadership.

In her role as CEO of Omnicom Media Group Singapore - a regional center of excellence, Chloe partners her Leadership Team to deliver on the group vision of powering impactful brands and create a sustainable business.

Chloe is also an active industry advocate and contributor speaker on media development and leadership, a champion for accountability and measurement for a better and sustainable, future-facing marketing community.



Beverley McGarvey, EVP, Chief Content Officer & Head of Paramount+, Paramount ANZ

With over 25 years' experience in television internationally and in Australia, Beverley McGarvey was appointed Executive Vice President & Chief Content Officer in March 2020, and Head of Paramount+ in 2022.

Beverley possesses vast experience as an Australian media business and creative leader. She is responsible for all content and creative activities related to the company's networks and digital properties in Australia and New Zealand.

Since joining the company, Beverley has been responsible for the successful launch of many franchise series, including MasterChef Australia, The Bachelor Australia, and drama series including Offspring, The Wrong Girl.



Esther Nguyen, Founder and CEO, POPS Worldwide

Esther Nguyen is a passionate media and technology entrepreneur with a successful track record combining and strengthening industries to entertain the masses. Esther founded POPS Worldwide in 2007 in Vietnam and helped to change the country's digital music landscape.

She has since been a pioneering force in the development of the entire digital entertainment industry in Southeast Asia. POPS has been crucial to the development of the entertainment industry in Vietnam, educating the industry on copyright potential and building an ecosystem that allows the industry to monetize and evolve.



Madoka Hull, Senior Customer Success Manager - Japan, Publica

Madoka is the Senior Customer Success Manager APAC - Publica/IAS. She brings over 8 years of experience in AdTech with a broad background in the realms of SSPs and AdTech. Her career highlights significant roles as a founding member at Rubicon Project and Index Exchange in Australia, where she played vital roles in entering the Japanese market. Her contributions extended to the APAC publisher business at Integral Ad Science, showcasing deep expertise in the field. Currently, she leads Publica's entry into the Japanese market from Singapore, providing valuable insights to conference attendees navigating the complex OTT landscape.



Emily Yri, VP, International Marketing, PubMatic

Emily is Senior Marketing Director, APAC for PubMatic. In her current role, Emily is responsible for all marketing and communications across the region – ensuring PubMatic has a strong industry voice. She oversees events, PR, content marketing and sales enablement – supporting the commercial teams in meeting their business goals. She specialises in distilling complex information and technical solutions into client friendly narratives.

Prior to PubMatic, Emily was Marketing and Communications Director, APAC at Unruly where she established and grew the APAC marketing team.



Samantha Cooke, Head of Product Marketing, Samsung Ads APAC

As the Head of Product Marketing for Samsung Ads APAC, Samantha spearheads the launch of innovative new CTV products and solutions to the market. She is also focused on championing the education of advertisers across the APAC region about the dynamic and constantly evolving TV landscape.

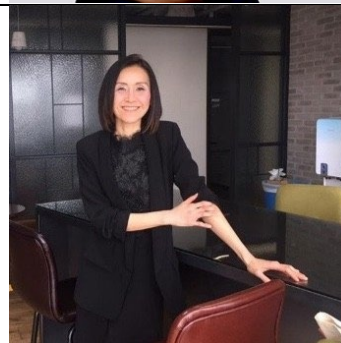
Before joining Samsung Ads, Samantha held the position of Head of Digital: Advertising & Brand Partnerships at Foxtel. With 15+ years in media and advertising, Samantha also worked at Universal McCann and Mindshare, covering various aspects of Media Investment and Planning



Anuja Trivedi, Chief Marketing Officer, Shemaroo Entertainment

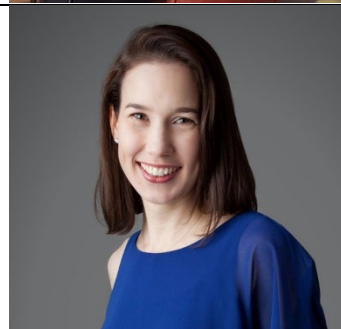
With over 15 years of dedicated experience in strategy and media & entertainment industry, Anuja Trivedi's journey is marked by innovation, transformative leadership, and strategic excellence. Currently serving as Chief Marketing Officer at Shemaroo Entertainment Ltd., Anuja leads the company's marketing strategy, drawing upon her extensive expertise and visionary approach to drive business growth, spearhead strategic initiatives, and enhance consumer engagement.

She has held senior leadership positions in prestigious organizations, notably Disney Star India, World Gold Council, McKinsey & Company, Morgan Stanley and PwC.






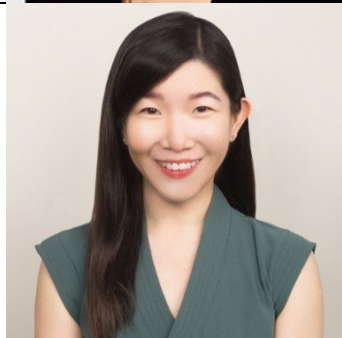

Kirana Cheewachuen, Deputy Director, Planning & Business Development, Strategic Content Group, True Corporation

As CP/True Group has committed into content creation of every kind every format through strategic partnership with best-in-Asia counterparts and spearhead Thailand content industry for 10+years, my role is to oversee strategic planning and the portfolio of new content business development across various content verticals to our group mission.



Michele Schofield, SVP, Commercial, Viddsee

Michele leads Viddsee's content-led entertainment and branded teams to deliver revenue growth, including the expansion of Viddsee's scripted adaptation and production initiatives. Prior to Viddsee, Michele was SVP, Content Distribution at One Animation for 4.5 years where she spearheaded the commercialisation of animated kids series, "Oddbods" globally across digital and traditional networks, leading to the company's exit to Candle Media owned, Moonbug. She has also held senior leadership roles at A+E Networks Asia and Turner Entertainment Networks.

	<p>Gina Golda Pangaila, SVP Legal, Anti-Piracy, and Government Relation, Vidio</p> <p>Gina started her career in 2009, working in a private practice for 10 years across Asia before she decided to join Lazada's in-house team in 2019. She's currently working as the head of Vidio's legal, anti-piracy, and government relations team. 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.</p>
	<p>Min Lim, Group CEO, Vision New Media</p> <p>Min was appointed Group CEO of Malaysia-based content group, Vision New Media, in April 2023. She was previously Head of Production at the group's award-winning production business, Double Vision, and now takes full responsibility for all content creation and distribution activities, plus extensive post-production, dubbing and subtitling services. Min joined Double Vision in 2014 and became Head of Production in 2016, going on to produce Asian versions of "The Bridge" (for Viu and HBO Asia) and "Liar" (for Astro).</p>
	<p>Marianne Lee, Chief of Content Acquisition and Development, Viu</p> <p>Marianne Lee has held senior leadership positions in content acquisition, curation, production, marketing, social media, research, and change management. Before her current appointment as Chief of Content Acquisition and Development at regional streamer Viu, she worked for WarnerMedia leading Marketing & Brand Services with the primary focus of driving subscriptions for HBO Go. Prior to this, she built a from-the-ground-up general entertainment department at Turner where she defined and executed content and channel strategy. She has also worked for NBCUniversal, Sony Pictures Entertainment Networks Asia, and TVB in Hong Kong.</p>
	<p>Esther Peh, Director, Government Affairs & Public Policy – APAC, Warner Bros. Discovery</p> <p>Esther Peh is responsible for strategy and execution of media and emerging policy issues across Asia Pacific at Warner Bros. Discovery. She engages internal and external stakeholders on theatrical distribution, production, online curated content, privacy, content protection and digital services tax.</p> <p>Esther has previously worked at the Singapore Ministry of Trade and Industry. She negotiated free-trade agreements and was a diplomat with the Permanent Mission of Singapore to the World Trade Organization (WTO).</p>
	<p>Shonali Bedi, Head of Strategy, Partnerships & Insights, APAC, Warner Bros. Discovery</p> <p>Shonali Bedi is Head of Strategy, Partnerships & Insights – APAC for Warner Bros. Discovery. She leads the company's commercial and growth strategy across lines of business in the region, and is responsible for planning, long-term development and effective delivery of WBD's strategic priorities.</p> <p>As part of her remit, Shonali spearheads strategic wholesale partnerships and business development opportunities in Asia Pacific. In addition, she leads the team responsible for audience measurement and insights for WBD brands, franchises and networks.</p>



Nimisha Pandey, Chief Content Officer, Hindi Originals, ZEE5

National Award-winning director and alumna of FTII, Nimisha is a creative force and passionate storyteller at heart. With 19+ years of diverse experience in entertainment industry, Nimisha is a thought-leader in Indian OTT landscape. At ZEE5, Nimisha has won several accolades for spearheading the turnaround story of the platform in terms of performance and perception. Her unique experience and skillset of working on-ground as a director, to heading a platform and strategizing programming, makes her an exemplary content leader.



Clare Bloomfield, Chief Policy Office, AVIA

As Chief Policy Officer, Clare Bloomfield represents the combined positions of AVIA's members and engages in constructive policy-related dialogues with governments so they may better understand the curated video industry and foster an environment of support for the growth of the industry. Clare will also look to develop and execute policy initiatives and research relevant to the video industry, in consultation with, and on behalf of, AVIA member companies. Clare joined AVIA in September 2017 having previously worked as a UK diplomat.



Charmaine Kwan, Head of Marketing & Communications, AVIA

Charmaine heads up Marketing and Communications for AVIA across all platforms, events and member services. Prior to joining the Association, she was the Vice President and Head of Products at Discovery Networks Asia overseeing Content, Creative Services, Production, Marketing and Communications.

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