


PROGRAMME

Day 1: WEDNESDAY | 13 March


08:00	Delegates and Speakers Registration Grand Ballroom, Grand Hyatt Hong Kong
09:00	Welcome Remarks John Dykes , Sports Broadcaster
09:15	Opening Remarks Louis Boswell , CEO, AVIA
THE STATE OF VIDEO IN ASIA (I)	
<p>Following a year of reckoning with everything streaming originally stood for now being upended, we're back to the future with rising subscription prices, streaming ad tiers, single geographic household restrictions, licensing of libraries and a renewed focus on theatrical. What can we expect in 2024? Has the dust really settled, or will there be more tectonic shifts and how will the consumer video experience evolve?</p>	
09:30	<p>Charting Asia's Evolving Video Landscape With narrowing losses, subscriber growth driven by international markets and significant cost savings achieved in 2023, has the dust finally settled or is there more to come? What does 2024 hold for our industry and what will be the key trends and developments that will shape it in the year ahead?</p> <p>Vivek Couto, Executive Director, Media Partners Asia</p> <p><i>With Louis Boswell, CEO, AVIA</i></p>
10:00	<p>The Big Picture: In Conversation with Karen Fu Specializing in Mandarin content, China listed company Huace Group has produced over 150,000 hours of Chinese television series and films which have been seen in 200 countries and regions across the world. As one of China's largest content producers, how is Huace preparing for and participating in potential rise of Chinese content internationally? What are the company's key goals and priorities in the year ahead, what genres are they focussed on producing and how is Huace embracing the latest technology in its TV and film productions. Where do the biggest opportunities lie and what are the challenges that need to be surmounted for Chinese content to realize its full potential?</p> <p>Karen Fu, CEO, Huace Global</p>
10:25	<p>Building a High Value-Added Industry and Incentivizing Growth As more countries realize the tremendous potential economic benefits of a thriving entertainment industry, many governments are developing infrastructure and incentives to support both local and international productions in the hope of becoming the next Asian content wave. What are some of the key incentives and how can international content creators capitalize on the opportunities and support offered?</p> <p><u>Panelists:</u> Panidapa Suankaew, Chief of Film Business Promotion, Thailand Film Office Sirisak Koshpasharin, Vice Chairman, The National Federation of Motion Pictures and Contents Associations (MPC)</p> <p><i>With Clare Bloomfield, Chief Policy Officer, AVIA</i></p>

10:45	Coffee Break
11:00	<p>Piracy – Why it Matters to Content Providers and What Can be Done to Stop It</p> <p>It's a perennial problem and when there is a sharp focus on profitability, no effort should be spared in stemming the leakage from piracy – you cannot compete with free. But how big and real is the problem? How are the pirates making money, especially for live events and sports? Do potential consumers know the real dangers and perils of piracy? What are the latest developments in this war against the pirates - where are we winning and what more is being done to plug the holes?</p> <p><u>Panelists:</u> Kaushik Moitra, Partner, Bharucha & Partners Sean Godfrey, Senior Commercial Solicitor – APAC, Premier League Michael Kwan, Senior IP Enforcement Advisor, TVB</p> <p><i>With Matthew Cheetham</i>, GM, Coalition Against Piracy (CAP), AVIA</p>
<p>SHOW ME THE MONEY</p> <p>You can't save your way to prosperity but with Wall Street demanding greater profitability, the focus is sharply on revenue. From delivering more from traditional sources to those that were almost abandoned and developing new ones beyond the traditional. We take a closer look at the different ways that media organizations are monetizing their assets and which have the greatest growth potential to replace the lucrative ARPU from declining pay TV revenues. Show me the money!</p>	
11:30	<p>The Appeal of Evergreen Content</p> <p><i>Friends, Suits, Frasier</i> and a whole host of other shows may not be the latest, but they are certainly amongst the greatest for subscribers and a whole new generation of viewers who have discovered great storytelling from yesteryear that still resonates today. How much gold is there really in those deep libraries? How do networks balance the need for revenue and keeping content for their own D2C services, how do they compete in the linear pay / TV world and what does all this mean for the consumer?</p> <p><u>Panelists:</u> Jonathan Greenberg, EVP, Regional Sales – North Asia, International TV Licensing & Global Content Distribution, Paramount Sandie Lee, Executive Vice President, Rewind Networks Jae Chang, Head, Content Licensing - SEA, India and Korea / GM – Korea, Warner Bros. Discovery</p>
12:00	<p>The Big Picture: In Conversation with...</p> <p>Korean content has long been a dominant force in Asian entertainment and has continued to grow in popularity internationally beyond this region. But content from several other Asian countries are starting to gain greater appeal and attract increasing investments from streamers, pay TV channels and broadcasters. How is the Korean content powerhouse innovating and developing to maintain its lead, what are the new business and content partnership models, what if anything can be done considering rising production and licensing costs, and what other ways are content being monetized beyond licensing?</p>
12:25	<p>Optimizing Efficiency with Cloud Power</p> <p>Sean Li, Regional VP & MD, Greater China, Akamai Technologies</p>
12:40	Lunch Break
14:00	Formats and Adaptations – Monetizing a Hit

	<p>With the constant pursuit of new hits, formats and adaptations have always been a popular route to winning ratings. Increasingly though the adaptations are not just of hits from the West but also from countries closer to home. So, if you have a local smash hit, how can you make it a winning formula beyond your own shores and beyond just licensing it? What are the latest trends in formats and adaptations, what's working and how can you profit from it?</p> <p><u>Panelists:</u> Mrinalani Jain, Group Chief Development Officer, Banjay Asia and Endemol Shine India Jocelyn Little, MD, Beach House Pictures</p>
14:30	<p>Premium Video – Moving Down the Marketing Funnel Traditional broadcast and pay-TV advertising has long been one of the most effective means of achieving mass reach and awareness in safe and premium environment, but it's been losing significant share to more addressable digital advertising options. With the Now TV launch of Hong Kongs first addressable TV advertising service, how will this help turn the tide, what new opportunities does it open for marketers and how innovative and creative can they really get with their advertising campaigns?</p>
15:00	<p>Thriving in the FAST Lane With over 300+ live channels and 1,000 movies, Samsung TV Plus is one of the leading FAST platforms globally. How does Samsung Ads maximize advertising revenue and what are some of the key challenges and lessons in building a successful FAST ad business?</p> <p>Sammy Elazab, Sales Director, SEA, Samsung Ads</p> <p><i>With Chris Mottershead</i>, Commercial Director JAPAC, Publica</p>
15:30	<p>Building New Revenue Streams – L&M The hard drive to greater profitability has placed greater focus on developing “new” or greater revenue streams from IP and franchises an operator already owns or has rights to. From gaming and licensing & merchandising (L&M) to location-based-entertainment (LBE), the race is on to monetize IP assets - how can it done without significantly raising costs/headcount and what does it take to build a revenue stream that is truly meaningful?</p> <p><u>Panelists:</u> Jennifer Pang, VP, Head of Licensing, Asia, Paramount Consumer Products</p>
16:00	<p>Coffee Break</p>
<p>Innovative Tech and Trends</p> <p>Technology and generative AI in particular is bringing about a sea of change to every aspect of our industry from tech and ops to engaging consumers, from how we create a better service for them to the very content they watch. What can these new tech and AI solutions do, how will they provide new opportunities for us and what are the perils we have to guard against. Are we ready for it?</p> 	
16:15	<p>The Evolution of the TV Set LG has announced its vision to become a media and entertainment platform company, a business transformation that will enrich customers' lives by delivering valuable services and a unique collection of curated content in products, including LG OLED and LG QNED TVs. What is the thinking behind this strategy and what are the opportunities for studios, networks, streamers and content creators?</p>

	<p>Jim (Hong Jin) Park, Sr. Director, Department Leader, Home Entertainment Partner Business Development, LG Electronics</p>
16:45	<p>Generative AI – Opportunities and Perils in Video</p> <p>Generative AI promises the possibility of solving almost all the challenges of our video eco-system, from content creation to curation, navigation, personalization and even piracy. However, there are some critical ethical challenges that require ongoing attention. How can we unlock the potential of Generative AI while ensuring its ethical application?</p> <p>Hui Luen Lien, Deputy General Manager, SenseTime Hong Kong</p>
17:10	<p>Generative AI Solutions in Video</p> <p>From being a Silicon Valley start up to becoming one of the biggest players in digital content assets protection and monetization technical services, Vobile has been at the leading edge of harnessing the latest technology.</p> <p>What are the opportunities and new innovations that generative AI will bring and how can it help to make content more valuable? Much has been written how it will displace jobs but will it create new jobs? What are the perils and challenges that must be surmounted to truly harness the full potential of generative AI in video and the wider entertainment industry?</p> <p>Wang Yangbin, Chairman and CEO, Vobile</p>
17:30	<p>End of Summit Day 1 followed by AVS Lobby Cocktails</p>

Day 2: THURSDAY | 14 March 2024

09:00	<p>Welcome Remarks</p> <p>John Dykes, Sports Broadcaster</p>
<p>The State of Video 2024 (II)</p> <p>With analysts predicting Asia to be the fastest growing and largest region for streaming ahead of Europe and North America, what are the implications for the focus on this region, in terms of allocation of resources and investments? Meanwhile, free-to-air channels and linear pay TV continue to be a vital part of the entertainment choice in many markets. Will FAST channels be able to gain a greater foothold? And is super aggregation the answer for improving the consumer experience with this increasingly large entertainment buffet?</p> <p>Presenting Sponsor:</p> 	
09:10	<p>Making Streaming Sense</p> <p>Streaming is the future but it's a venture that requires deep pockets and with the shift in focus to economic stability rather than pure subscriber growth, how are players approaching this new reality in 2024? How are they balancing the need to effectively compete for subscriber loyalty while looking to improve the bottom line?</p> <p><u>Panelists:</u></p> <p>Kelvin Yau, President of APAC and Marketing, iQIYI</p> <p>Catherine Park, SVP, Head of Office & Streaming for Asia, Paramount</p> <p>Jason Monteiro, APAC Lead, Streaming, Warner Bros. Discovery</p>

09:50	<p>Growing FAST</p> <p>FAST has taken the US by storm and making big inroads into Europe. But what does it take to launch FAST in Asia and does it make sense in a region with so many disparate countries, languages and cultures? Is the connectivity good and widespread enough, and is the ad market big enough to support it?</p> <p><u>Panelists:</u> David Couret, Director of Technical Solutions for Distribution, France 24 George Chien, Co-Founder, President & CEO, KC Global Media James Ross, CEO, Lightning International</p>
10:20	<p>The Big Picture: In Conversation with James Gibbons</p> <p>Home to some of the biggest and most popular IPs and franchises globally, and with arguably the largest portfolio of linear pay TV channels including brands like Discovery, HBO, Cartoon Network and CNN, Warner Bros. Discovery continues to be one of the most formidable players in the video eco-system. With a much-anticipated launch of the streaming service, MAX, in the foreseeable future and a business that spans theatrical, gaming, location-based entertainment and licensing & merchandising, what are the priorities and growth plans for Warner Bros. Discovery in Asia for 2024, and what further developments can be expected as the media conglomerate battles stiff competition on multiple fronts amidst challenging macro-economic conditions?</p> <p>James Gibbons, President, APAC, Warner Bros. Discovery</p>
10:45	<p>Coffee Break</p>
11:00	<p>The One Stop Entertainment Hub</p> <p>What are the benefits and how can you use the latest technology to achieve a superaggregation business model?</p> <p>Session brought to you by:</p> 
11:20	<p>Tenacity of Pay TV</p> <p>While many have doubted its future, the pay TV business continues to be a significant business and still a key source of entertainment for many consumers. What does the future hold, and how are the players fighting back and keeping their consumers loyal?</p> <p><u>Panelists:</u> Phil Hardman, SVP & General Manager, Asia, BBC Studios Derek Choi, MD, Consumer Marketing & Pay TV, HKT Limited Avi Himatsinghani, Founder & CEO, Rewind Networks</p>
11:50	<p>The Return of the Bundle</p> <p>The power of the bundle to lower churn and improve retention is gaining popularity and bringing competitors together, making it more convenient for consumers to find their favourite content. What are the challenges in creating a one-stop entertainment hub, how can they be overcome and how real are the benefits of superaggregation?</p> <p><u>Panelists:</u> Anil Malhotra, Co-founder and CMO, Bango</p>

CONTENT EVERYWHERE

How can advertisers leverage streaming, CTV and linear TV to reach and engage audiences? How do CTV, OTT and mobile offer new opportunities and challenges for advertisers and content providers alike? And how is programmatic evolving to meet the needs of the video industry?

12:20	<p>Navigating the Content Ocean in the Stream</p> <p>TV operating systems are increasingly becoming an entertainment hub and critical gateway aggregating content from various streaming services and other entertainment services. How are the latest TV operating systems (OS) enhancing the consumer experience especially in content navigation particularly in markets like the US where many now also offer hundreds of FAST channels and what are the implications for the future of TV in Asia and for platforms? What are the latest features for consumers and partners, what's new in development and are consumers going to accept the ad experience of more ad innovation on their home screens?</p>
12:45	<p>Lunch Break</p>
14:10	<p>Investing in Asian Content</p> <p>Focused on Asia and its emerging markets, and developing cross-cultural content solutions, what is different about 108 Media's business model and approach to entertainment production and finance, and why Asia? What's trending and what is it looking for when adding productions to its slate? What's next in its growth plans and will there be more acquisitions in 2024?</p>
14:35	<p>Local Audiences First</p> <p>Whether you are a local FTA, regional or international channel or streamer, local content is a critical strategy to winning local audiences. But in the relentless drive for cost efficiencies and profitability, are there new production models that can better achieve these objectives and improve the chances of ratings success? Does the need for commercial and ratings success result in formulaic content creation or is there still room for risk-taking in new storytelling? What genres and types of content have a greater opportunity to travel and what are the strategies in creating such content?</p> <p><u>Panelists:</u> Jessica Kam-Engle, Executive VP and Business Head, CreAsia Studio Virginia Lim, Chief Content Officer, Mediacorp</p>
15:05	<p>Balancing Forward</p> <p>With rising content and production costs, content budgets are becoming flat or smaller while the pressure to win new and retain existing subscribers increases. How are streamers navigating this challenge of balancing between these two seemingly conflicting goals? What is being prioritized and are there other ways to monetize the content given the significant investments being made? What are some of the strategies and new technologies being adopted to differentiate a service and its content, to deliver a better experience for consumers to win their engagement and loyalty?</p> <p><u>Panelists:</u> Winradit (Win) Kolasastraseni, President, Digital Media, True Digital Group Marianne Lee, Chief of Content Acquisition and Development, Viu</p>
15:35	<p>Sustainability in Video</p> <p>Films and television production—and high-def movies consumed on streaming apps—produce a significant carbon-footprint. How much is really being done by the video industry to make changes in the way content is produced, how can technology be leveraged to make productions more sustainable and profitable, and is there a way to measure the impact of efforts that are being undertaken?</p>

	Virat Patel, MD, Pioneer Consulting Asia-Pacific
16:05	Coffee Break
16:20	<p>Sports and the Stream</p> <p>Sports has always been and continues to be premium priced content that has the ability to drive and attract premium subscription dollars. Long believed to be one of the genres that can help stave off the decline of the traditional pay TV model, does this still hold true and is the transition to streaming inevitable? Will the fragmentation of rights across multiple streaming services and pay TV, as in the case of what is happening in the US, going to be the norm for the future? What are the additional challenges with regards to piracy of sports on the stream and how can they be overcome?</p> <p><u>Panelists:</u> Mike Kerr, Managing Director, Asia, beIN Media Group</p>
17:40	<p>Closing Remarks followed by AVS Closing Cocktails</p> <p>Sponsored by:</p>

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