JUNE 2024

ASIA VIDEO PULSE

THE NEWSLETTER OF THE ASIA VIDEO INDUSTRY ASSOCIATION

2024 EVENTS

KOREA IN VIEW

29 AUGUST
SEOUL

VIETNAM IN VIEW

9 OCTOBER
HO CHI MINH CITY

BUNDLE UP

While there has been much change and instability in the video industry over the last 10 years, it does increasingly feel to me as though we are ending up where we started.

10 years ago pay TV was under pressure, and the the consumer appeared to be asking for greater value for money and more choice. And so we moved into a world of skinny bundles, cheaper, smaller channel packs and ultimately the break-up of the big basic pack. Meanwhile, streaming was beginning to get going but in those days those of us watching Netflix were doing so through a VPN.

These two things – skinny bundles and streaming - set off a period of incredible disruption, fragmentation and consolidation in the industry, while also unleashing a huge period of growth in innovation, investment and IP.

Go back another decade to 2004 and that year saw the birth of a new digital service called TheFacebook, soon changed to just Facebook. In 2005, YouTube launched. Then combined with the 2007 launch of the first iPhone, consumers suddenly had a new and entirely personal screen to look at.

So in 2014, consumers were feeling they had more options for entertainment. And they were free (from subscription charges at least). Pay TV was expensive and a feeling was growing that why should you pay for 100 channels if you only watch 5. Pay TV operators were never able to satisfactorily explain that the big bundle was a good value proposition and skinny bundles would not end up saving consumers much money.

Then the big pay TV brands woke up to the threat that Netflix posed to them, and many decided they needed to have their own streaming services, so they should stop selling to what was now deemed the competition. Disney went all in and moved to shut down its linear businesses. Others continued (and continue) to ride two horses. Today it can be argued the streaming wars are over and each player has a more nuanced view of the role they play as well as a willingness to partner with each other.

What seems clear today is consumers are frustrated about fragmentation and discoverability of content as well as the affordability of multiple services. And so aggregation has never been higher up the agenda for the industry. We have debated for years whether and when streamers would be prepared to bundle with each other. Well the answer is yes and 2024. A quick look at the US sees an ever growing array of bundles – Apple TV+, Netflix and Peacock or Disney+, Hulu and Max, to name just two. And Asia is seeing the rise of bundles too with the likes of Telekom Malaysia's Unifi TV taking a pioneering role offering Netflix, Disney+ Hotstar, HBO Go, BBC Player, beIN Sports Connect, SPOTVNOW, Viu, Vidio, iQiyi, Prime Video, TVB Anywhere, WeTV and Zee5 – to name just some – all in one package. And not forgetting to mention 74 linear channels.

2024 EVENTS

JAPAN IN VIEW

29 OCTOBER

TOKYO

POLICY ROUND TABLE

4 DECEMBER

SINGAPORE

OTT SUMMIT

5 DECEMBER

SINGAPORE

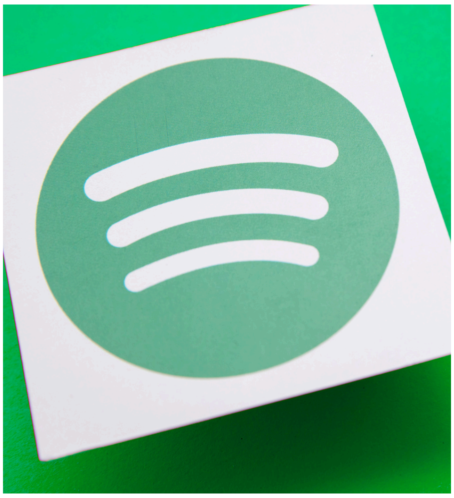
AVIA IS:

POLICY

PIRACY

INSIGHT

So have we come full circle, and have we done ourselves damage in the process? Well yes, in many respects I do believe we have come back to where we started, but we have done so with the incorporation of incredible technological innovation in the process. The ability to stream 4k on demand on any device and pick up from where you left off was not widely on offer 10 years ago. Today it is table stakes. Maybe we could have managed this transition better as an industry, but we learn through our mistakes.



We have long debated the parallels between the music and the video industries, and the “Spotification” of video. 2017 was a seminal moment when Spotify secured long term deals for the first time with every major music label. Many have long said video will be different, but these new bundles take a big step down that same path.

What is left is an issue of pricing. Even today, pay TV ARPU in the US is $107. Netflix is $16, Disney+ $8 and Prime Video $4 (according to Statista). Advertising had been forgotten but has been refound. So the question is, what is the right price for these bundled services, and how will revenue be divided? I think this story has some way to play out. Advertising will be critical, but this will still predominantly be a pay industry. Are American consumers willing to still pay $107 for sports plus all other premium content? The evidence seems to suggest not. And in a world where there are more digital entertainment options than ever before, many of them free, what will consumers be willing to pay? The coming years will answer this question, but my bet is that whatever the price, increasingly it will come as a bundle.

Louis Boswell

POLICY MATTERS

CLARE BLOOMFIELD

CHIEF POLICY OFFICER

Hard to believe that we're already halfway through 2024 and starting our planning for the annual Policy Roundtable taking place in December! Whilst watching the various elections bring in varying degrees of change, we've also had the chance to travel extensively in the last quarter to continue our dialogue with regulators, not all of whom are affected by electoral changes. As usual, given the size of the market, India has kept us particularly occupied both with our annual Future of Video event in Mumbai in April, but also with the ongoing consultations around plans for a National Broadcast Policy. Elsewhere, Indonesia, having emerged from its own election, has resumed focussing on various regulations which potentially impact our industry and Taiwan, also having just finished an election, is in the process of putting new NCC Commissioners in place, with whom we hope to engage with shortly. On top of that, in an attempt to be more strategic in getting ahead of some of the regulatory conversations, the policy team has taken a fresh look at the Online Curated Content Industry Governance Framework and is in the process of updating the various matrices related to policy work.

INDIA

As we seem to mention in every iteration of the AVP recently, India remains front and centre with consultations on broadcasting issues. Despite it being an election year (which has just finished), regulators have continued to try and drive through some fairly substantial regulatory changes related to broadcasting. Indeed, in an unprecedented timescale the Telecommunication Regulatory Authority of India (TRAI) issued a second consultation on a draft **National Broadcast Policy (NBP)** with only a short period of time to respond, followed by an open house discussion on the draft in mid-May, only 2 weeks later. Whilst this consultation is only to feed in TRAI's recommendations of what should be included in an NBP to the Ministry of Information and Broadcasting (MIB), a number of areas were included in TRAI's draft which extended well beyond TRAI's remit. AVIA, like a number of other stakeholders, lodged concerns both about the apparent extension of TRAI's remit but also the short timelines given for comments. At the time of writing, TRAI's recommendations have just been published and, despite concerns that it would be far reaching in its suggestions to MIB, the broad focus is on the need for improvement of audience measurement and development and promotion of local Indian content. We now wait to see what MIB's response is to these recommendations.

In April, AVIA returned to Mumbai for our annual Future of Video India conference. We were extremely honoured this year to have both the Chairman of TRAI and the Secretary of the MIB on the same panel, both of whom were relatively new to their roles, enabling us to hear directly from them on key issues and debate policy approaches.

Policy Calendar

Policy Advisory Council

10 July

SINGAPORE

Policy Roundtable

2 December

SINGAPORE

INDONESIA

In Jakarta, the elections concluded in late March, however the new President doesn't assume office until October. This brings with it uncertainty over legislative changes until October and even post-October depending on which Ministerial positions go to whom. This uncertainty was seen most recently with reports that a version of the **Broadcast Law revisions** were presented to Parliament without having been approved by at least one key Ministry. The revisions, whilst not yet public, will potentially bring in unwanted regulation on online content as well as potentially an expanded role for KPI, who currently only have regulatory authority over the traditional broadcasting sector. We understand that given the apparent lack of consensus, the Broadcast Law revisions have now been postponed, probably until early 2025.

MALAYSIA

In Malaysia, despite having recently launched the **new Content Code for Online Curated Content Providers** (a voluntary code for online content providers to follow), a few Parliamentarians raised concerns about inappropriate content being shown and called for online content to formally regulated. This debate then led to discussions about developing more local content, something we have seen in other markets. AVIA supported the pushback by the Content Forum against these proposals through several pieces of research on OCC regulations and production incentives. Our understanding is that this issue has, at least for now, been dropped from the regulatory agenda.

TAIWAN

Taiwan is another market with an election that has recently concluded. In parallel, half the Commissioners of the **National Communication Commission (NCC)** terms expire on 31 July, along with the Chairman. Whilst new Commissioners and a Chairman have been named already, and indeed the Chairman is one of the existing Commissioners whose term was due to expire, all nominations have to be approved by the Legislature. Unfortunately, in early May this became a political issue as the opposition blocked the Legislature's attempt to approve the nominations and it remains to be seen if negotiations to resolve this impasse will be successful in time for the new NCC to be formed.

VIETNAM

Finally, from a regulatory perspective, it is worth mentioning Vietnam, a market we haven't written about recently. However, in the past few months we were made aware of an issue related to **gambling advertising**. As you may know, Vietnam, like a number of other markets in Asia, heavily regulates gambling activities and the advertising of such. Equally, many sports programmes, especially international ones, have long carried logos of gambling institutions as they are not so heavily regulated in other markets, especially Europe. Previously, Vietnamese regulators, like others, despite having legislation prohibiting gambling advertising, have turned a blind eye to international sports broadcasts which carry international gambling advertising (either through sponsorship on team shirts or hoardings around the stadiums). Unfortunately, this approach was taken advantage of when a Vietnamese gambling organisation managed to include advertising for their website in an international match, involving the Vietnamese football team that was played outside Vietnam. This instantly brought the question of advertising into sharp focus with regulators immediately demanding all gambling advertising should be stopped. Obviously for the majority of international sports broadcasts, especially where a team is sponsored by a gambling company, this would effectively mean the broadcast could not be shown in Vietnam without heavy penalties being imposed. AVIA continues to try and work with the various regulators involved in this issue to support our members to deliver an outcome which doesn't automatically mean Vietnamese consumers can no longer legally access international sports broadcasting.

GOVERNANCE FRAMEWORK

One of the policy areas that AVIA has focused on particularly in the past few years has been around that of **online curated content**. In an attempt to proactively engage regulators on the concept of self-governance, back in 2020, we developed a framework document as a way of promoting self-governance. Since then, regulators around the region (and indeed the world) have continued to focus on online content as consumption continues to rise.

As we have previously mentioned we have successfully used our Governance Framework with regulators such as the MCMC in Malaysia as a starting point for their own approach to manage online content, leading to the publication of their Content Code which fully supports a self-governance approach. However, we felt it was important to re-visit our original Governance Framework in light of feedback from regulators and members, to reflect on a more nuanced perspective as to how the Framework could be best used. I am pleased to therefore announce that AVIA's **Self Governance Framework 2.0** was published earlier this month and can be found here. We will continue to deploy this in our conversations with regulators and would encourage our members to use it if helpful.

Looking forward to the 2nd half of the year, other than the regulatory issues already mentioned, we still have a busy program of visits planned for the policy team, with trips to **India**, **Taiwan**, **Korea** and **Japan**. For both the India and Taiwan trips, these will be good opportunities to meet with potentially new regulators post-elections to begin to cement strong relationships with them for the next few years. For Korea and Japan, in parallel with our "In View" events, we'll be aiming to engage with regulators, especially in **Korea** as the KCC undertake a **Broadcasting Market Competition Situation Assessment**, taking a sweeping look at all aspects of the market and how they variously interact, which will be released in early 2025.

CLARE BLOOMFIELD

EVENT UPDATES - NEW DATES CONFIRMED!

Kicking off our market events is **Korea in View**, which will now be co-located with **BCWW** in **COEX**, **Seoul**, on **Thur 29 August,** enabling us to broaden the reach of the conference. For those interested in the Korean Content industry, we strongly recommend you to take this opportunity to attend both BCWW from **August 27 - 29** and Korea in View.

Vietnam in View is now confirmed for **Wed 9 October**, at **Mai House Saigon**, **HCMC**, with our **State of Piracy Summit** conference preceding it on **Tuesday 8 October**.

With the high level of interest in our **Japan in View** conference, we have decided to make it a whole day event and host it on **Tuesday 29 October**, in **Tokyo,** before TIFFCOM that happens the same week.

Ending the year will be our week of conferences in December, starting with the annual **Policy Roundtable** on the morning of **Wed 4 December**, followed by **Piracy over the Top** in the afternoon. Closing the week will be our ***'Advertising First'*** **OTT Summit** on **Thur 5 December**. And this year, we will be bringing back the **OTT Upfronts**, an afternoon of presentations from some of the region's top publishers on their latest data, case studies and highlights of premium content coming down the pipeline. Stay tuned for more updates!

AVIA EVENTS

H2 Event Calendar:

KOREA IN VIEW	SEOUL	29 AUG
STATE OF PIRACY	HO CHI MINH CITY	8 OCT
VIETNAM IN VIEW	HO CHI MINH CITY	9 OCT
JAPAN IN VIEW	TOKYO	29 OCT
POLICY ROUNDTABLE	SINGAPORE	4 DEC
PIRACY OVER THE TOP	SINGAPORE	4 DEC
OTT SUMMIT ADVERTISING FIRST	SINGAPORE	5 DEC
OTT UPFRONT	SINGAPORE	5 DEC

MORE INFORMATION

SPEAKING: Greg@avia.org
SPONSORSHIP: Adela@avia.org

avia
ASIA VIDEO INDUSTRY ASSOCIATION

MATTHEW CHEETHAM

GENERAL MANAGER

On Sunday May 29th, the final day of the 2023/24 Premier League season, Manchester City clinched their fourth Premier League title in a row, and their sixth of the last seven seasons. Coming in second was Arsenal. Right up until the last day of the season, Arsenal could have won the title, and while only second, their run was remarkable. They won 15 of their last 17 games, collecting 49 of a possible 54 points. They won the most games of any team in the Premier League era – 28 (sadly, so did City), finished with a total of 89 points, which would have been enough to win the title in 20 of the previous 31 Premier League seasons – and was ten more than what Manchester United collected when they famously won the 'treble' in 1998/99. Arsenal didn't win the Premier League title, but they were clearly successful and it's quite likely that they will win titles in the coming seasons. The relevance of this for CAP? Aside from Arsenal being the CAP team of choice (think glamour, sustained success over many years and, ok, if you must, sexiness), while not every battle will be won, you can be sure the pursuit of excellence is always uppermost and the only focus is on success.

ENGAGING & OUTREACHING

The **rise of piracy via social media and messaging platforms** has seen CAP's work with social media and messaging platforms to combat piracy take centrestage in our engagement and outreach efforts in 2024. In Q2, CAP worked with representatives from Google, Facebook and TikTok on various issues on their respective platforms and we have organised Roundtables with each in July in Singapore.

Telegram remains an outlier in terms of their total lack of cooperation with rights holders and their representatives, including CAP. As a result, we lobbied the Indonesian telecommunications regulator, Kominfo, over a period of many months seeking their assistance to **tackle piracy on Telegram**. We highlighted the links between pirated content, particularly live sport, and other illegal content such as gambling on the platform. In mid-May, at CAP's request, Kominfo organised a meeting with CAP, local Indonesian rights holders and Telegram in Jakarta. Kominfo said in the meeting they would take action and a week later the Minister announced fines for illegal activities on platforms, and he called out Telegram as being totally uncooperative. We are now working to provide Kominfo with evidence of ongoing infringement on Telegram with a view to push them to implement content protection measures.

The Kominfo meeting in Jakarta is an example of CAP bringing together rights holders, industry and government representatives to discuss content protection. In Q2 CAP also worked with Astro and the Premier League to hold an **enforcement workshop in Malaysia** with government representatives. Further to this workshop, we also travelled back to Kuala Lumpur in June to meet with Astro and the Minister of Communications. We also worked with True, the Premier League and Synamedia to co-host an **enforcement roundtable in Thailand** with the Department of Intellectual Property at which all the relevant government bodies were represented.

Q2 also saw CAP speaking at a number of Senate hearings for the **site blocking bill in the Philippines**, as well as making numerous submissions, and we travelled to Manila to visit with Senators in June. We remain hopeful that the bill will be enacted before the end of the year. CAP also worked closely with its members on a **submission to Singapore's IMDA** seeking improvements to the current site blocking regime.

RESEARCHING AND TECHNOLOGIZING

In Q2 CAP issued the results of its **2024 Consumer Surveys**. The surveys showed a marked increase in the incidence of piracy around the region, largely driven by a large increase in the use of social media and messaging platforms by consumers. Facebook is leading the way as the most popular platform for consumers to both search for and access pirate content. To mark the release of the Surveys, CAP issued a regional press release, and also worked with our local partners to issue localised releases. The Surveys are also invaluable in our presentations to governments around the region.

Thailand is a priority country for CAP and in Q2 we worked with Synamedia on an **Illicit Streaming Report for Thailand**. CAP will be working in 2024 with Synamedia and others to follow up on the findings of the report. In Q2 CAP also continued to refine our **ad tracking on MagiCAP** and this data will become increasingly valuable as we work with governments and intermediaries in APAC to highlight the illegal revenues generated by pirate sites.

ENFORCING & DISRUPTING

Site blocking remains front and centre to CAP's enforcement efforts in Asia-Pacific. We obtained our latest order in Singapore in early April that saw ISPs ordered to block 26 sites and more than 100 associated domains. We continued to increase the frequency of blocks in Malaysia, with three rounds filed in April, May and June, encompassing more than 100 sites blocked. Our cooperation with AVISI also continued in Q2 where we referred more than 250 IP address-only sites for blocking by Kominfo.

Our enforcement work with platforms also continued in Q2, notably in another round of coordinated TCRP referrals of live sports URLs to Google for Yalla related sites. Following on from our last Roundtable with Google, they have agreed to remove all ads from infringing sites CAP refers to them and Yalla was the first site referred to Google for this process, and we are now aiming to refer numerous sites every month for action. We also continued to refer blocked sites to FaceBook for removal from their various platforms, as well as sending them lists of keywords associated with live sporting events for monitoring and removal.

COLLABORATING

In advance of CAP's **State of Piracy (SOP) event in Vietnam in October**, we travelled to Hanoi in Q2 to meet with relevant government and local industry officials. The primary online enforcement body, Vietnam's Authority of Broadcasting & Electronic Information (ABEI) agreed to work with CAP on the event, as did Vietnam's PayTV Association and we will be working closely with both as we near SOP.

CONCLUDING

Q2 was another busy quarter for CAP as we continued in our ongoing battle against piracy with victories small and big along the way.

MEMBERS' VIEWS

Enhancing Creativity with Vobile: The Role of GenAI in Media Production

GenAI: Catalyst for a New Age in Video Content Production

The emergence of OpenAI's Sora marks a new age in video content production. Sora, along with the rapid adoption of GenAI to create video content, represents a significant shift, similar to the rise of user-generated content (UGC) that came with the expansion of social media platforms.

GenAI is a game-changer, and its evolution is transforming the way we produce and engage with videos. This transformative technology is not just about enhancing the capabilities of seasoned professionals; it's about broadening access, making the M&E industry more inclusive, and welcoming a diverse array of voices.

Creating Efficiencies in Media Production

As GenAI becomes increasingly integrated into the M&E landscape, its impact on productivity, cost reduction, and operational efficiency is undeniable. However, while AI is a powerful tool, it will not replace the essence of human creativity or replicate the originality and depth that audiences expect from TV shows and movies. Rather, GenAI is a valuable complement to human creativity and helps media production teams automate time-consuming and manual processes, increase their output, and improve the quality of their work.

Opening Doors Beyond Hollywood

One of the most exciting prospects of GenAI in the M&E industry is its potential to democratize content creation. Beyond the confines of Hollywood, GenAI opens doors for independent filmmakers, hobbyists, and creators from diverse backgrounds. Now, anyone can create videos with GenAI tools, leading to a multitude of views and stories.

This democratization ensures that a wider range of voices contributes to our global media landscape. Through the integration of GenAI, we are not only transforming the way content is produced and consumed but also fostering an inclusive environment where all creators can thrive.

Safeguarding Intellectual Property and Revenue-Sharing in the GenAI Era

Vobile's mission is to build the digital infrastructure to empower creators to make their content more valuable on a global scale. Our focus extends beyond geographical boundaries, enabling creators from every corner of the world to reach a broader audience. At the core of this initiative is the commitment to safeguarding intellectual property, ensuring that creators retain control over their work, and providing them with tools to monetize their content effectively, all powered by AI.

In the GenAI era, much like in the UGC era, the key stakeholders remain those with a vast repository of high-quality content rights. Vobile stands out as a leader in this field because we have established ourselves deeply in the industry over the years, formed strong relationships with these key stakeholders, and positioned ourselves strategically to take advantage of the GenAI revolution.

Our long-standing collaboration and early adoption of AI technologies have placed us in a unique position. With the advent of GenAI's innovative revenue-sharing models, Vobile's technology plays a pivotal role in maintaining the integrity of the ecosystem. It ensures that all involved parties receive fair compensation and protection of their rights.

As GenAI continues to unfold, we're excited to play a key role in this new era of video content production that democratizes the creative process and fosters inclusion and innovation in media and entertainment.

Vobile®

TALENT DEVELOPMENT PROGRAMME

In collaboration with **The Cultural and Creative Industries Development Agency's Talent Development Programme**, AVIA is proud to introduce the **Business Training Sessions** - a unique opportunity for small and medium-sized enterprises (SMEs) as well as students to transform their creative and innovative ideas into viable business concepts.

By fostering a culture that encourages the sharing of ideas across borders and facilitates cross-generational collaboration, AVIA aims to empower media players to leverage the fresh perspectives and innovative ideas of young professionals. This collaborative approach enables organizations to stay ahead of the curve and capitalize on emerging opportunities in the dynamic video ecosystem.

Harness the Power of AIVOICE's Cutting-Edge Translation Technology

Struggling with language barriers in your business? **AIVOICE** is here to help eliminate these challenges and unlock new opportunities for global expansion.

As an innovative research company specializing in Voice AI, AIVOICE has developed four cutting-edge AI models: **Voice Cloning**, **Voice Recognition**, **Sound Separation**, and **Natural Speech**. These technologies power their flagship products, revolutionizing multilingual communication.

AIVOICE's Video Translation feature seamlessly translates audio into over **100 languages** while preserving the original speaker's voice. This allows you to create subtitled and dubbed content in a fraction of the time and cost of traditional voice-over services. Meanwhile, Real-time Voice Translation enables effortless multilingual communication in online meetings, empowering you to engage clients and prospects worldwide.

For companies looking to create localized content or facilitate cross-language collaboration, AIVOICE's solutions are designed to boost your business's global reach and impact. Explore their range of affordable, scalable plans, including a free Freemium option, and experience the future of multilingual communication with **AIVOICE**.

BRICKS: Your Gateway to Limitless Interactive Experiences!

Tired of the high costs and lengthy development cycles associated with creating interactive applications? **BRICKS**, an edge AI-enabled low-code/no-code operating system, is here to revolutionize the way you approach interactive experiences.

With **BRICKS**, the possibilities are endless. Empower your on-site staff to adjust signage content instantly using their mobile devices. Effortlessly make campaign adjustments with a single click from your smartphone. Seamlessly integrate with mainstream BI tools to monitor every interaction and gain valuable business insights. And that's just the beginning - **BRICKS** offers comprehensive API integration and advanced screen stitching capabilities, allowing you to deploy device-to-device, mobile, and server communications with unparalleled ease.

The real benefits of **BRICKS** are undeniable. Slash development costs by up to 50%, deliver applications in a matter of weeks, and enjoy unmatched flexibility to handle thousands of screens in a single system. Say goodbye to budget nightmares and development headaches, and embrace the power of an innovative no-code/low-code platform to transform your digital journey.

Unlock limitless interactive possibilities with BRICKS.

Contact adela@avia.org to learn more about these young startups and unlock your full business potential. Click here for more information about the Talent Development Program.

FUTURE OF VIDEO IN INDIA SEES MUCH OPTIMISM FOR GROWTH WITH TECHNOLOGY AS THE ENABLER FOR THE CONSUMER

The Future of Video India conference welcomed over 130 senior government and industry leaders in Mumbai for a day of discussions centered around one of the most vibrant and burgeoning video markets in the world.

Anil Kumar Lahoti, Chairman of **TRAI** and **Sanjay Jaju**, Secretary, **MIB**, opened the conference with optimism about the industry. The MIB hopes to see the current $30bn industry grow to $100bn in the next 4-5 years. Both senior officials talked of the need to create a level playing field and balance the interests of the different sectors of the industry to encourage growth and investment.

L to R: Sanjay Jaju, Sec, MIB, Anil Kumar Lahoti, Chairman, TRAI, Clare Bloomfield, CPO, AVIA

L to R: Sajith Sivanandan, Head, Disney+ Hotstar India with Kiran Mani, CEO Digital, Viacom18

For **Kiran Mani**, CEO - Digital, **Viacom18**, technology was enabling as many Indians as possible to access content. “People are doing more with content than ever before. It's not doing more content,” said Mani. Similarly, **Sajith Sivanandan**, Head, **Disney+ Hotstar, India**, shared that ‘the best businesses happen at the intersection of people and technology. . . finding and operating in that intersection is the gold mine right there.

Beyond reaching and engaging consumers, content too had the power to influence and change perceptions, with **Aparna Purohit**, Head of Originals, India & SEA, **Prime Video India**, sharing during her session on *‘Inspiring and Empowering the Next Generation of Women Leaders’*, that diversity was key to greenlighting any projects at Amazon Prime Video.

Pictured L to R: Mrinalini Jain, Group Chief Development Officer, Banijay Asia and Endemol Shine India, Aparna Purohit, Head of Originals, India & SEA, Prime Video India, Khushboo Yadav, CEO, Jio Entertainment Services and Board Member, JioSaavn, Reliance Jio, Megha Tata, Snr. Media Executive

With Indian content more accessible than ever, India was becoming less exotic and more real in western minds, resulting in greater success and recognition, said **Sai Abishek**, Head of Factual & Lifestyle Cluster, South Asia, **Warner Bros. Discovery**, (pictured left) and with many more stories to be mined, India was barely scratching the surface in its journey to making its mark globally, concluded Abishek.

Click <u>here</u> for the full press release and visit our <u>media gallery</u> for more photos from the conference.

NAVIGATING CHALLENGES AND SEIZING OPPORTUNITIES IN AN EVOLVING SATELLITE LANDSCAPE

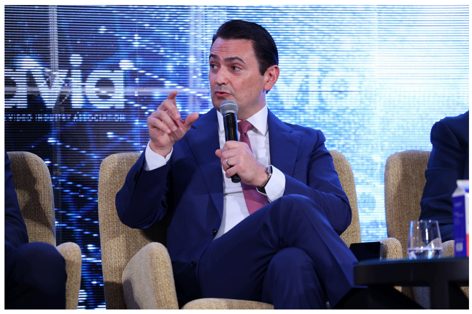
As the satellite industry continues to evolve, challenges and opportunities abound. Industry leaders from the Asia-Pacific region and around the world gathered at AVIA's recent Satellite Industry Forum, held in Singapore on 28 May, to discuss the state of the industry, addressing critical questions and sharing insights on the path forward.

The emergence of NGSO systems presents both opportunities and threats to traditional GSO operators. In the opening keynote, **Patompob (Nile) Suwansiri**, CEO, **THAICOM**, (pictured right) highlighted the need for adaptation and strategic partnerships to leverage respective strengths. Suwansiri emphasized the importance of leveraging accumulated expertise and capital to invest in newer technologies and satellites, ensuring continued growth and relevance.

L-R: Mark Rigolle, CEO, ABS, Raymond Chow, Chief Commercial Officer, AsiaSat, Yau Chyong Lim, COO, MEASAT Satellite Systems

The *'Asia-Pacific Satellite Leaders Roundtable'* also discussed the current state and future outlook of the satellite industry, with a focus on where the video industry is heading. **Raymond Chow**, Chief Commercial Officer, **AsiaSat**, emphasized their focus on providing end-to-end services and adapting to changing customer demands for global connectivity, with more vertical integration for a holistic view across the video business.

Conversations also centred around the space industry, following the tumult and volatility of 2023. **Dara Panahy**, Partner, **Milbank LLP**, (pictured right) highlighted the ongoing democratization of the commercial space industry, with the need for incumbents to evolve by either scaling up or vertically integrating to better serve customers.

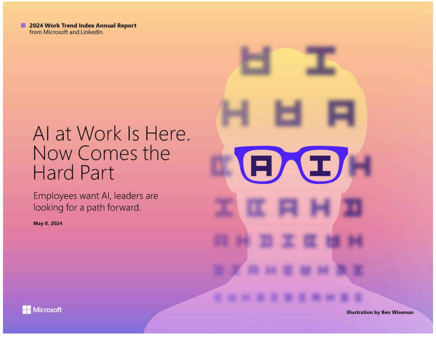


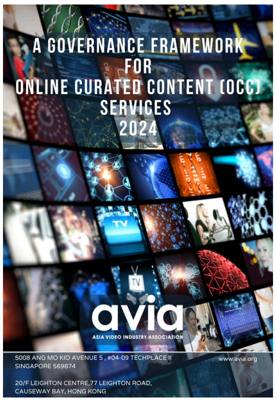
The Satellite Industry Forum concluded with senior industry executives convening for a high-level discussion on the future trajectory of the satellite industry. **Sanjay Duda**, CEO, **Planetcast Media Services**, emphasized the continued relevance of satellite in delivering linear channels, especially in underserved regions like India, while acknowledging the pressure on costs and the evolving landscape of mobility. while **Katherine Gizinski**, CEO, **River Advisers**, reiterated the importance of regulatory considerations, particularly regarding spectrum and physical space access. She advocated for greater industry cooperation to address sustainability concerns and anticipated closer scrutiny from regulators as the industry continues to expand.

Click here for the full press release and visit our media gallery for more photos from the conference.

Member Reports:

The following reports are now available at avia.org for download. Please register for an account on our website for access to these and more.





New Members:

AVIA is only as strong as its members. We want to appeal to all parts of the video ecosystem and we are delighted that in this quarter, we have been joined by the following companies:

DFL

2024 Upcoming Events:

Korea in View	**29 August**
State of Piracy Summit	**8 October**
Vietnam in View	**9 October**
Japan in View	**29 October**
OTT Summit & Upfronts	**5 December**

Contact Us:

We want to hear from you. Please get in touch and let us know what you think:

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