



**DRAFT PROGRAMME**

<b>Time in JST</b>	
08:15	<b>Delegate Registration</b>
09:15	<b>Welcome Address</b>
09:20	<b>Opening Address</b>
09:35	<p><b>On the Cusp of an International Content Boom</b></p> <p>Emerging from the challenging period of the 1990s and early 2000s, the appeal of Japanese content internationally is experiencing a vibrant resurgence. Today, the nation is witnessing a creative renaissance, fueled by the robust investments of streaming giants who recognize the vast potential for expansion in this dynamic market and the global possibilities for Japanese content. The world’s fascination and appreciation for Japanese culture is reaching new heights, contributing to a flourishing entertainment landscape. This resurgence is not only a testament to Japan’s enduring creativity but also signals a promising horizon for sustainable growth in the entertainment sector beyond its own domestic market. The question now is not if, but how, this exciting wave of innovation will continue to shape the future of Japanese entertainment.</p>
10:20	<p><b>The Streaming Opportunity</b></p> <p>As the world’s third largest economy, Japan’s total subscription video market is currently worth USD\$4.6 billion in annual revenue. With a population of 121 million, Japan has only 52.6 million subscribers, with less than half of the households having at least one subscription video service, compared to a penetration rate of 86 percent in the United States. Is Japan today the largest and most lucrative SVOD opportunity in Asia? With an aging population and a deeply rooted cultural belief that most content should be enjoyed for free, is contemporary Japan ready to embrace greater SVOD uptake, and if so, what will it take to break through?</p>
11:05	<b>Coffee Break</b>
11:30	<p><b>State of Linear Pay TV – the Melting Iceberg?</b></p> <p>For years, Japan has enjoyed a relatively stable linear pay TV business as consumers and an increasingly aging population have traditionally shown a strong preference for traditional TV and home video content as physical media such as DVDs and Blu-rays. Will this continue and for how much longer, as a digitally savvy younger generation increasingly embraces streaming? How are platforms and channels innovating and preparing for the next generational shift in behavior while continuing to engage existing fans and viewers? Is the decline inevitable or will linear pay TV find new ways to survive and thrive?</p>
12:15	<p><b>The Anime Renaissance</b></p> <p>The global anime market grew to around \$3 trillion yen in 2023 and is expected to grow to \$8 trillion yen by 2030, according to industry reports, and nearly half of all revenue now comes from</p>



	outside Japan. Will the anime boom continue and if so, what must be done to ensure its sustainability? Can anime become even more mainstream internationally?
13:00	<b>Networking Lunch</b>
14:00	<p><b>Connected TV – The Opportunities</b></p> <p>Ad spending in the traditional TV advertising market in Japan is forecast to reach US\$13.82bn while Connected TV ad spending in the Digital Video Advertising market in Japan is estimated to reach US\$0.68bn in 2024 according to Statista. As one of the countries with the most high-speed connectivity in the world enabling SVOD content viewing on both large and small screens, and with two thirds of the country estimated to watch more than two hours a day, the advertising potential growth seems enormous. What is the role of CTV today in Japan? Has streaming television reached critical mass in Japan to enable brands to tap into the new era of ad-supported streaming?</p>
14:30	<p><b>Raising the Value of Premium Video Inventory</b></p> <p>While international streaming services are gaining popularity in Japan, advertisers are also spoilt for choice in the domestic market. In addition to the international streamers, CTV marketers can also access inventory from domestic streamers like TVer, U-Next and AbemaTV. Are Japanese marketeers ready to capitalize on the full potential of interactive advertising? How will the significant investments made by international streamers change the CTV advertising landscape?</p>
15:00	<p><b>Automating for More Effective Ad Buying</b></p> <p>With marketing leaders are under more pressure than ever to demonstrate the ROI of their marketing tactics, accountability is becoming even more critical in media buying decisions as brands and agencies seek better opportunities to measure, analyze, and improve on the performance of their media investments. How can automation and new advertising technology make a difference and optimize the TV advertising supply chain to achieve more effective media planning and execution? What does it take and how can we get there?</p>
15:30	<b>Coffee Break</b>
16:00	<p><b>Global Japan</b></p> <p>Crunchyroll, the US anime streaming service that merged with Funimation, has over 120 million registered users worldwide today and over 13 million paid subscribers. Given the growing international appeal of Japanese entertainment and the global appeal of many things Japanese, from culture to cuisine, what are the opportunities for local streamers to go international or regional? What are the challenges that must be surmounted to find success?</p>
16:45	<p><b>The Next Digital Frontier: The Convergence of Technology, Entertainment and Creativity</b></p> <p>How is AI and the latest technology being harnessed in various segments of the video eco-system, from data analysis to content creation and editing, language versioning and content protection? Will we see a merging of gaming and TV experience from cross-IP development to VR games and</p>

# avia Japan In View

ASIA VIDEO INDUSTRY ASSOCIATION

29 October 2024, Tokyo

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



	immersive TV experiences? What are some of the latest technologies that are being employed to combat content piracy?
17:30	Cocktail Reception

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