




PROGRAMME


Time in JST

08:15	Delegate Registration
09:20	Welcome Address Louis Boswell, CEO, AVIA
09:25	Unlocking the Streaming Potential of Japan As the world's third largest economy, Japan's total subscription video market is currently worth USD\$4.6 billion in annual revenue. The streaming landscape in Japan is vibrant but crowded with more services than most other markets. And yet more than half of Japan's households still do not subscribe to a single streaming service, compared to 86 percent in the United States. How will streaming develop in Japan, which also faces the global challenges of churn and profitability? Who is best positioned to succeed and what are the respective roles for domestic and international platforms? Speakers: Yu Sasamoto , CEO of Japan and Asia, DAZN Shinjiro Ninagawa , Executive Managing Director / Chief Operating Officer, TVer INC. <i>With</i> Louis Boswell , CEO, AVIA
09:55	Video & Streaming in Japan: Key Trends & Comparative Perspectives Overview of the latest trends and drivers in Japan's video industry, focusing on the streaming VOD industry, including monetization, distribution and content engagement. Sam Yousif , Vice President, Media Partners Asia (MPA) <i>With</i> Louis Boswell , CEO, AVIA
10:25	Harnessing the Cloud to Optimize Streaming With the tremendous pressure for streaming and broadcast companies to increase profitability while focussing on cost efficiency, how can harnessing the power of the cloud help achieve that and at the same time deliver a better-quality service and scale effectively? How can the technology further help enhance security as well as enable deeper analytics of data to better understand viewing preferences and create a more customised experience for them? Takashi Ito , APJ Lead, Compute Technology Product, Akamai Technologies



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10:45	Coffee Break
11:10	<p>In Conversation with... In conversation with one of Japan’s leading media executives on the future of the video industry, his vision and strategic plans for the company, new opportunities and key challenges that need to be surmounted.</p>
11:35	<p>Transformation of Pay TV – Redefining Value, New Business Models and Strategies As Japan’s traditionally stable linear pay TV industry evolves with a younger generation increasingly embracing streaming, how are legacy media players redefining their role in the value chain, transforming their business models and shifting their strategies?</p> <p>Speakers: John Flanagan, President and Managing Director, A+E Networks Japan and SE Asia Tomokazu Hori, Deputy Group President, Media Business Group, Media Business Unit, SKY Perfect JSAT Corporation</p> <p><i>With</i> Jessica Fuk, Research Analyst, APAC Online Video, S&P Global Market Intelligence</p>
12:05	<p>Changes in the Premium Video Advertising Market and Next Steps The video industry has undergone tremendous change over the last decade. How has the CTV and OTT industry evolved over the past few years, shifting from reservation-based models to programmatic advertising? What is the current state and why is brand safety and measurement so critical? What are the challenges and growth opportunities ahead?</p> <p>Nao Tsuchiya, Senior Manager of Digital Ad Technology, Fuji Television</p> <p><i>With</i> Madoka Hull, Sr. Account Executive - Japan, Publica</p> <p>Session Sponsor:</p> 
12:35pm	<p>Winning the Battle Against Piracy Japanese anime has long suffered at the hands of pirates and with greater investments being made in live action content, the problem could become worse. What is the state of piracy at the moment, how critical is it to protect content, what has already been done and what more needs to be done, and are there lessons to be learnt from experiences in other markets?</p>



	<p>Speakers: Takero Goto, Representative Director, Content Overseas Distribution Association (CODA) Shoji Motooka, Senior Manager, Anti-Piracy and Copyright Protection Unit, NHK (Japan Broadcasting Corporation)</p> <p><i>With</i> Tatsuya Otsuka, Deputy Senior Director of International Affairs, Content Overseas Distribution Association (CODA)</p>
13:00	Networking Lunch
14:00	<p>Addressable TV: Buying Audiences Instead of Spots TV channels are spending more on content, but advertising rates and revenue have not risen correspondingly. Could addressable TV advertising make a difference finally enabling TV to compete more effectively with other media?</p> <p>Nick Chuah, Managing Director, APAC, INVIDI</p> <p>Session Sponsor: </p>
14:15	<p>Japanese Entertainment on the Rise Japanese tourism, food and culture has long held strong global appeal but what is the real opportunity out there for Japanese content and what does success look like? As we start to see the rise of J-drama fuelled by international streamers, how can J-drama and other genres become as popular internationally as anime and what are the key challenges that need to be surmounted for J-content to reach its full potential?</p> <p>Speakers: David Shin, Executive Producer and CEO, ICONIQUE PICTURES</p>
15:00	<p>Raising the Value of Premium Video Inventory While international streaming services are increasingly focused on the advertising opportunity in Japan, the domestic market is equally intent on giving digital marketers more and more choice. Are Japanese marketers ready to capitalize on the full potential of interactive advertising and do they see a difference between premium and non-premium inventory? How will the significant investments made by international streamers change the CTV advertising landscape and what does the industry need to do to raise the value of premium ad inventory and grow the advertising pie in streaming?</p> <p>Speakers: Shohei Okubo, Business Development Division, ABEMA Koshi Matsuhashi, Director, Broadcasting Division - Video Sales Promotion Department, CARTA COMMUNICATIONS</p>




	<p><i>With</i> Kenichiro Ohta, Senior Director, Business Development, Magnite</p> <p>Session Sponsor: Magnite</p>
15:30	Coffee Break
16:00	<p>The Anime Renaissance The global anime market grew to around ¥3 trillion in 2023 and is expected to grow to ¥8 trillion by 2030, and according to industry reports, more than half of all revenue now comes from outside Japan. Will the anime boom continue? What must be done to ensure its sustainability and its growth momentum?</p> <p>Speakers: Makoto Kimura, Founder, BLUE RIGHTS Co., Ltd. Dennis Yang, CEO & Founder, Studio76 Atsuo Nakayama, CEO & President, Re entertainment</p>
16:45	<p>An International Growth Strategy: The TVING Approach TVING, the leading Korean OTT platform, is pursuing an ambitious goal of enhancing its global footprint. What and how is TVING executing on its strategy for the international expansion of its original content?</p> <p>Min Sun Hong, Chief Content Officer, TVING</p>
17:15	<p>Closing Keynote Session: Legacy Linear, Future Streaming and the Clashing Present In a race for survival and profitability, how are legacy media giants evolving their business models in this period of transition, whether within or beyond the linear business, and where do they see new opportunities for growth?</p> <p>Speakers: Kaz Sasajima, General Manager, Media Business Division, JCOM Co., Ltd. Alexandre Muller, Managing Director, APAC, TV5MONDE Buddy Marini, General Manager – Japan, Warner Bros. Discovery</p> <p><i>With</i> Louis Boswell, CEO, AVIA</p>
17:45	Closing Address and Cocktail Reception

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ASIA VIDEO INDUSTRY ASSOCIATION

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