





DRAFT PROGRAMME

Time in VST	
08:30	Delegate Registration
09:30	Welcome Address
09:35	<p>Market Development and Regulatory Equality</p> <p>Decree 71 was enacted with the goal of creating a level playing field between domestic and foreign pay TV subscription service providers, both linear and streaming. What are the key takeaways since its introduction in January 2023? Is the government looking at new policies and regulations to further boost development of the industry, from traditional linear TV to streaming and local content production?</p>
10:05	<p>Shifting Market Dynamics and Emerging Trends - Vietnam</p> <p>With a relatively youthful population of almost 100 million living in over 25 million households, Vietnam is undoubtedly an attractive proposition, with a market which has over 17 million pay TV and 5 million OTT subscribers.</p> <p>What are the latest developments in this highly competitive local video ecosystem which has kept ARPUs low? Will programming budgets increase in the race to woo more subscribers and viewers? What is the future of pay TV as streaming continues to grow?</p>
10:30	Keynote: Building a Media & Entertainment Conglomerate and International Expansion
11:00	<p>Coffee Break</p> <p>Sponsored by:</p> 
11:30	<p>Linear Pay TV – Resilience and Innovating for Growth</p> <p>As OTT streaming services continue to grow in popularity, is the decline of linear pay TV inevitable and will we see a period of consolidation with mergers and acquisitions in a crowded market? How are linear pay TV platforms adapting and innovating to fight back and will they continue to invest in technology and content to continue thriving in this highly competitive industry?</p>
12:15	<p>The Streaming Future in Vietnam</p> <p>With a rising broadband penetration across Vietnam and the rapid adoption of smartphones by consumers, the video streaming market is projected to reach a revenue in excess of US\$250m in 2024 with an annual growth rate (CAGR 2024-2027) of more than 10% over the next 3 years. Will Vietnam be the next big opportunity for streamers both international and regional as well</p>



	as local players? What are the key challenges that players will have to surmount to realize the full potential and opportunity that Vietnam offers?
13:00	Networking Lunch
14:00	Growing the Market and Protecting IP Rights Vietnam is one of Asia’s most serious piracy-challenged markets, with 61 percent of consumers admit to accessing pirate sites. While there are multiple reasons why piracy is rampant, from consumer attitude to the misuse of technological developments, what more can be done in addition to the initiatives already undertaken by the Government?
14:45	State of Production With a highly competitive linear pay TV market and the entrance of international, regional and local streaming platforms all competing for subscribers, what has the impact been for the local Vietnam content industry? What are the opportunities for original local production and creativity? Is there sufficient talent both in front of and behind the camera to support this increasing demand and what more needs to be done to support the local content industry?
15:30	Coffee Break Sponsored by: 
16:00	Formatting For Success From hit US and Korean reality formats spanning singing, dancing, variety, talk and game shows, to Chinese and Korean dramas, Vietnam is one of Asia’s top format markets by volume, licensing 27 titles in 2023 and even more in earlier years. Why do their Vietnamese love their formats, and will this continue, or has it reached its peak? What role does format play in the local production industry and is it holding back original local content production and creativity?
16:45	Premium Video Advertising – The Opportunities The Vietnam TV and video market is forecast to reach US\$1.2bn in 2024 with traditional TV advertising still contributing an 80% share. How can premium video defend its dominant advertising share against a rapidly increasing shift to digital? What are the opportunities for greater efficiency and effectiveness in planning and buying, and how can streaming and pay TV attract a bigger share of the TV and video advertising pie?
17:10	Addressable Advertising - From Households to Audiences Streaming and Connected TV, coupled with new advertising technology, is enabling significant new opportunities in TV advertising that were once unique to on-line advertising. From mitigating wasted reach with audience addressability, to greater data and insights to deliver more effective media planning and execution and optimizing the TV advertising supply chain. What does it take for TV advertising to become a truly full funnel marketing channel and how can we get there?
17:30	Cocktail Reception



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