



PROGRAMME

Time in KST

10:00	Delegate Registration COEX, Conference Room 401, 4/F
10:10	Welcome Remarks Stella Sang-Im Kim, Adjunct Professor, University of Suwon
10:15	Welcome Address Louis Boswell, CEO, AVIA
10:20	Opening Address Eun Young Kang, Director of the Broadcast & Advertisement Policy Division, Ministry of Culture, Sports and Tourism
10:30	The Korean Content Boom – The Next Chapter After years of success exporting TV, the Korean entertainment industry is now struggling to keep up with soaring production costs. Studios aren't selling as much as they once planned after global media companies cut back on programming abroad while local Korean streamers grapple for profitability. How will the Korean industry emerge from this "correction period" and what needs to be done to reinvent itself as other Asian content producers also seek to dethrone it? Panellists: Hyun Park , CEO, Alquimista Media Jangho Seo , SVP Content Business Division, CJ ENM Marianne Lee , Chief of Content Acquisition and Development, Viu <i>With</i> Gregory Ho , Senior Advisor, AVIA
11:15	2024 APAC Video Trends and Outlook Overview on the latest video trends and developments across APAC and in Korea, from streaming to linear pay TV and advertising. Vivek Couto , Managing and Executive Director, Media Partners Asia <i>With</i> Louis Boswell , CEO, AVIA
11:45	In Conversation with Kelvin Yau, iQIYI International iQIYI, the Asian streaming platform, made a remarkable turnaround in 2022/23, reporting strong growth at the start of 2024 and a commitment to double down on originals, generative AI and international growth. What are its latest developments and progress to date? How is this Asian player competing against other international, regional and local players while maintaining its growth momentum and are there lessons that can be learnt and applied in the highly competitive local Korean market? Kelvin Yau , Vice President, Global Markets, Partnerships & Investments, International Business Department, iQIYI International



	<p><i>With</i> Louis Boswell, CEO, AVIA</p>
12:15	<p>Content Licensing – How Much Gold is There Left to Mine? Content licensing was once the gold mine of studios delivering huge revenue especially in the early “blank cheque” days of streaming. But as streamers’ programming budgets rationalize in the drive to profitability, and as they focus more on their own productions and look to monetize part of their existing libraries, the availability of content in the marketplace has risen significantly. What are the latest developments and trends in the big business of licensing? Are there similarities and differences between what Korean and other regional buyers are looking for? What are the opportunities for niche programming and “B titles” and are there also new opportunities to be considered?</p> <p>Panellists: Bokyoung Youn, Commercial Director, Korea, Moonbug Entertainment Giro Doo, Vice President of Distribution, South Korea, Sony Pictures Television</p> <p><i>With</i> Jeeyoung Lee, Country Manager, The Orchard, Sony Music Entertainment</p>
12:45	Lunch Break
14:00	<p>In Conversation with Lofai Lo, Viu As one of Asia’s leading streaming platforms that has built a tremendous following and engagement based on Korean and other Asian content, how did Viu succeed against bigger and better resourced international players? What are its strategic plans moving forward following the significant investment made by Canal+? Where does it see the future growth opportunities and what are the key challenges that need to be surmounted?</p> <p>Lofai Lo, COO, Viu & CEO, MakerVille</p> <p><i>With</i> Louis Boswell, CEO, AVIA</p>
14:25	<p>Monetizing The Korean Success Formula As the whole video ecosystem matures and is undergoing a huge transition, the need to look beyond traditional business models is becoming imperative. What are some of the innovative ways and potential new business models for the industry to reinvent itself? Is there still growth opportunity, if so, where and how?</p> <p>Panellists: Yoon-zi Kim, Chief Researcher, Export-Import Bank of Korea DJ Lee, Chief Content Officer, LG U+ Michelle Kwon, CEO, Studio N</p> <p><i>With</i> Youngsun Soh, SVP and MD, A+E Networks Korea</p>
15:10	The Resilience of Linear TV



	<p>The major MSOs in Korea still have 14 million cable TV subscribers combined. What is the state of business for the traditional pay TV industry, and with ARPUs declining, is engagement the key metric and will there be more consolidation? What more can be done to reduce churn and drive up loyalty and engagement? Are there new revenue streams that should be considered? What is the prospect of mobile TV and what will be the impact of TV OS companies offering FAST linear channels?</p> <p>Panellists: Ana Bautista, Head of Strategy – Asia, BBC Studios Changhoon Lee, Head of Media & Content Business Unit, SK Broadband</p> <p><i>With</i> Jessica Fuk, Research Analyst, APAC Online Video, S&P Global Market Intelligence</p> <p>Session Sponsor: </p>
15:40	<p>Addressable TV: Buying Audiences instead of Spots Korean TV channels have had to spend more to produce content for Television, but advertising rates and revenue have not risen correspondingly. INVIDI believes that Addressable TV advertising can make a difference. With richer audience data, robust measurement, and technology for superior targeting, it will enable TV to compete more effectively with other media for its fair share of advertising revenue.</p> <p>Nick Chuah, Managing Director APAC, INVIDI</p> <p>Session Sponsor: </p>
15:55	<p>IPTV, OTT, and CTV: Driving the Resurgence of Premium Video Advertising Korea was an early pioneer in interactive ads being served on cable TV but the full potential of premium video advertising has yet to be realized. With the latest advancements in IPTV, OTT, and CTV, we are on the brink of unlocking its full potential with exciting new opportunities for advertisers. How can marketers harness machine learning-optimized CTV, IPTV, and streaming to achieve impactful results for their brands? What recent breakthroughs in programmatic video advertising can benefit both marketers and publishers?</p> <p>Panellists: Won Baek, CEO, Anypoint Media Junsu Bae, Head of Product and Innovation, GroupM Nexus Chris Mottershead, Commercial Director - JAPAC, Publica</p> <p><i>With</i> Gregory Ho, Senior Advisor, AVIA</p>
16:25	END



SPEAKER PROFILES

	<p>Eun Young Kang, Director of the Broadcast & Advertisement Policy Division, Ministry of Culture, Sports and Tourism</p>
	<p>Youngsun Soh, SVP and MD, A+E Networks Korea Youngsun is the SVP & Managing Director of A+E Television Networks Korea, overseeing all operations, including A+E's branded channels (History, Lifetime), original content production, and digital studio since January 2017. Under her leadership, A+E Korea has become a major global media company with a strong business record and diverse output, including titles like 'Nego King Series' and 'A Good Day To Be A Dog'. Before A+E Networks, Youngsun held executive roles at Twitter, BBC Worldwide, and the BBC in the UK.</p>
	<p>Hyun Park, CEO, Alquimista Media Hyun is a seasoned international media executive and television producer with a career spanning 25 years across Europe, Asia and the Americas. Hyun is the CEO of Alquimista Media, a Seoul/LA based production company focusing on premium, cross-border, local-to-global film and television projects. Prior to Alquimista, Hyun was Head of the Global Division at Studio Dragon, where he spearheaded the studio's global content and business strategy. Hyun also co-head of Warner Bros. Korea's Local TV Production Division and co-founder NY-based DramaFever.</p>
	<p>Won Baek, CEO, Anypoint Media Dr. Won Baek is the CEO & Founder of Anypoint Media, a targeted and programmatic TV advertising platform provider for pay TV operators and OTT/FAST service providers worldwide. Anypoint Media's platform connects TV and mobile, analyzing mobile responses, and boosting mobile sales after TV ad exposure.</p>



	<p>Ana Bautista, Head of Strategy - Asia, BBC Studios Ana is Research and Strategy Director for BBC Studios Asia, responsible for developing and defining the Asia growth strategy across the global distribution businesses in South East Asia, India, Japan and Korea. She also oversees the expansion and rollout of BBC Player, BBC Studios’ authenticated on demand streaming service. Previously, Ana was the research lead for BBC Studios Asia, responsible for audience measurement and insights, providing deeper understanding of the Asian audiences to drive the performance of BBC channels and the overall BBC brand value.</p>
	<p>Jang Ho Seo, SVP Content Business Division, CJ ENM - 2000.12 Sales and Acquisitions, ONMEDIA - 2007.09 Head of Content Acquisitions , Onmedia - 2009.04 Head of Content Sales and Acquisitions, Onmedia - 2010.07 Head of International Acquisitions, CJ ENM - 2013.04 Head of Global Sales and Acquisitions, CJ ENM - 2010.01 ~ Present SVP, CJ ENM Content Business Div.</p>
	<p>Yoon-zi Kim, Chief Researcher, Export-Import Bank of Korea Dr. Yoon-zi Kim is a leading researcher at the Overseas Economic Research Institute of the Korea Export-Import Bank, specializing in the export economy and content industry. Her work focuses on the export impact and strategies of Korean film, drama, and K-pop industries. She has authored influential publications, including ‘Box Office Economics’ (2016), ‘Squid Game and Content Revolution’ (2022, co-authored), and ‘Korean Wave Chronicles’ (2023), offering in-depth analyses of the global impact of Korean cultural content.</p>
	<p>Junsu Bae, Head of Product and Innovation, GroupM Nexus Junsu has been with GroupM for 11 years, specializing in media investment and solutions development. With deep expertise in advertising technology, Junsu has designed and implemented the first Addressable TV effectiveness measurement method using identifiable data in Korea, which has scientifically proved the effectiveness of Addressable TV.</p>



	<p>Nick Chuah, MD APAC, INVIDI Nick Chuah, an accomplished media ad sales professional, has witnessed significant video ad industry evolution, from the first pre-roll, to Programmatic TV and Addressable-TV. Nick believes addressable advertising will transform the entertainment world creating a win-win situation for advertisers and viewers alike. As INVIDI's Managing Director of APAC, he spearheads cross-video ad technology, merging linear and online TV inventories. Nick has a Bachelor's degree in E&E Engineering (Hons) from USM and a Big Data Engineering for Analytics certificate from NUS.</p>
	<p>Kelvin Yau, VP, Global Markets, Partnerships & Investments, International Business Department, iQIYI International As iQIYI International enters its 5th year of rapid growth, Kelvin now leads the Global Markets, Partnerships & Investment team to strengthen brand presence, global footprint, and enhance strategic investments for iQIYI. Since joining in 2020, he has been pivotal in the company's international growth. Previously, Kelvin was Senior Vice President and General Manager for Greater China at BBC Studios, overseeing content distribution, co-productions, brand marketing, and government relations across multiple territories.</p>
	<p>DJ Lee, Chief Content Officer, LG U+ DJ LEE is the Chief Content Officer (CCO) at LG U+, where he leads the content business unit and oversees the production 'STUDIO X+U.' With 29 years of seasoned experience in the media content sector in South Korea, he has played a pivotal role in shaping the industry. He significantly contributed to tvN's rise as a top-notch cable channel with mega-hit content and managed 16 cable channels, including tvN, under CJ ENM, fostering brand growth and cultivating strong audience loyalty.</p>
	<p>Vivek Couto, Managing & Executive Director, Media Partners Asia (MPA) With more than 20 years of experience in media & telecoms, Vivek Couto is the Executive Director and Co-Founder of Media Partners Asia (MPA). MPA is the leading independent provider of research, advisory and consulting services across the media, entertainment, sports, telecommunications and technology industries in Asia Pacific. Vivek leads teams to offer clients corporate strategy, market research, asset appraisal and M&A-related due diligence. Vivek is also a member of the Board on the Infocomm Media Development Authority (IMDA) in Singapore.</p>



Bokyoung Youn, Commercial Director, Korea, Moonbug Entertainment

Bokyoung Youn is currently working as a commercial director in Korea at Moonbug Entertainment - Globally renowned digital kids' contents company based in the U.K. She served as Head of Public Figures and Creators at Meta, and led the sales and marketing departments at CJ ENM. Started her career as a sales A.E.



Chris Mottershead, Commercial Director, JAPAC, Publica

Chris joined Publica as Commercial Director, JAPAC at the start of 2023 and is responsible for leading growth across the region.

Chris has over 15 years of extensive experience across both the buy and sell sides of multichannel advertising.

Previously, Chris was APAC Head of Partnerships and Monetisation at Rakuten where he delivered programmatic and strategic partnership strategies across O&O properties including K-Drama AVOD platform Viki.com and messaging App Viber.



Jessica Fuk, Research Analyst, APAC Online Video, S&P Global Market Intelligence

Jessica Fuk is a Research Analyst focusing on the online video industry in the Asia Pacific region. Specific areas of research include SVOD and FAST market sizing and tracking the broader consumer shift to digital entertainment. She has most recently covered the multichannel and broadband sectors. Prior to joining S&P Global, she held business development and content syndication positions at RTL CBS Asia and Turner International APAC.



Changhoon Lee, Head of Content Strategy, SK Broadband

Changhoon Lee, VP at SK Broadband since 2021.

Ph.D., from Han Yang Univ., Authored "Global Media Giants' War", "Media War" etc.



	<p>Jeeyoung Lee, Country Manager, The Orchard, Sony Music Entertainment Jeeyoung is currently the Country Manager, The Orchard at Sony Music Entertainment, where she leads the team to drive the company’s growth and global expansion of Korean music labels and artists amid the rapid digital transformation Prior to Sony Music Entertainment, Jeeyoung was the General Manager, Korea with Warner Bros. Discovery. With over 25 years of experience in the industry, she held key positions in leading media companies including Discovery, FOX Networks Group, Viacom and CJ ENM.</p>
	<p>Giro Doo, Vice President of Distribution, South Korea, Sony Pictures Television Giro Doo is Vice President of Distribution for South Korea at Sony Pictures Television (SPT), where he drives the company's operations in the region, including the studio’s television and home entertainment distribution business, local productions, and media networks. Doo is a seasoned media executive, with 10 years of strategic sales experience at SPE.</p>
	<p>Michelle Kwon, CEO, Studio N Michelle Kwon, CEO of Studio N, leads webtoon-based content like ‘Sweet Home’, ‘Yumi’s Cells’, and ‘Vigilante’. As the former COO of CJ ENM, she played a key role in global success of Korean films like ‘Snowpiercer’ and ‘The Handmaiden’. In her role as Marketing Director at Walt Disney Korea, she promoted major Hollywood franchises, including ‘The Avengers series. With extensive experience in advertising, film, and TV series, Ms. Kwon has significantly impacted the media industry.</p>
	<p>Lofai Lo, COO, Viu & CEO, MakerVille Lofai Lo oversees and manages Viu, the pan-regional video streaming service present in 16 markets; Makerville, the content creation, talent and event management company and is on the board of HK Television Entertainment Company Limited (ViuTV). Prior to his appointment as COO, Viu, Lofai spearheaded the launch of ViuTV, the free to air, general entertainment channel in Hong Kong. An alumnus of Harvard Business School and Oxford University, Lofai joined the PCCW Group in 2010.</p>



	<p>Marianne Lee, Chief of Content Acquisition and Development, Viu Marianne Lee has held senior leadership positions in content acquisition, curation, production, marketing, social media, research, and change management. Before her current appointment as Chief of Content Acquisition and Development at regional streamer Viu, she worked for WarnerMedia leading Marketing & Brand Services with the primary focus of driving subscriptions for HBO Go. Prior to this, she built a from-the-ground-up general entertainment department at Turner where she defined and executed content and channel strategy. She has also worked for NBCUniversal, Sony Pictures Entertainment Networks Asia, and TVB in Hong Kong.</p>
	<p>Stella Sang Im Kim , Adjunct Professor, University of Suwon Stella Sang-Im has held significant roles at Sony Pictures Television Networks Asia, Animax, and KT Skylife with over two decades of experience in the Media Entertainment Industry. She specializes in Contents Distribution, Localization, JV Management and Strategic Partnerships. Currently as an Adjunct Professor at The University of Suwon, teaches ‘Global Content Formats’, and ‘K-Wave and Popular Culture’. She has also worked on research projects for Korea Communications Commission, Ministry of Culture, Sports and Tourism, and Ministry of Science and ICT.</p>
	<p>Louis Boswell, CEO, AVIA Louis Boswell is the Chief Executive Officer of the Asia Video Industry Association. As CEO, his remit is to lead the industry through championing all broad based initiatives that result in a more vibrant and healthy video ecosystem. This includes being at the forefront of industry research, supporting evolving business models, understanding the role of technology, representing the industry in conversations with regulators and taking a leading role in eliminating piracy.</p>
	<p>Gregory Ho , Senior Advisor, AVIA As Snr. Advisor, Greg’s remit includes leading the curation of AVIA events and conferences as well as membership development and engagement. He was most recently Chief Corporate Communications and Marketing executive at Warner Bros. Discovery for the media conglomerate’s entire portfolio of brands, services and businesses across Asia Pacific. Prior to that he held leadership roles including overseeing Marketing, Communications, Creative Services, Ad Sales, Distribution, Research and Network Management at Sony Pictures Entertainment Asia, CNBC Asia / Asia Business News and Mediacorp Singapore.</p>

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