

# avia

ASIA VIDEO INDUSTRY ASSOCIATION



# all about avia

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

# What is AVIA?

The Asia Video Industry Association (AVIA) is the trade association for the video industry and ecosystem in Asia Pacific. It serves to make the video industry stronger and healthier through promoting the common interests of its members. Understanding global trends in media, AVIA is focused specifically on addressing issues in the video markets of Asia.

## Policy



the interlocutor for the video industry with government around the Asia region

## Piracy



dedicated to reducing video piracy through the Coalition Against Piracy (CAP) and creating a more sustainable business environment for established as well as new video companies to innovate and grow

## Insight



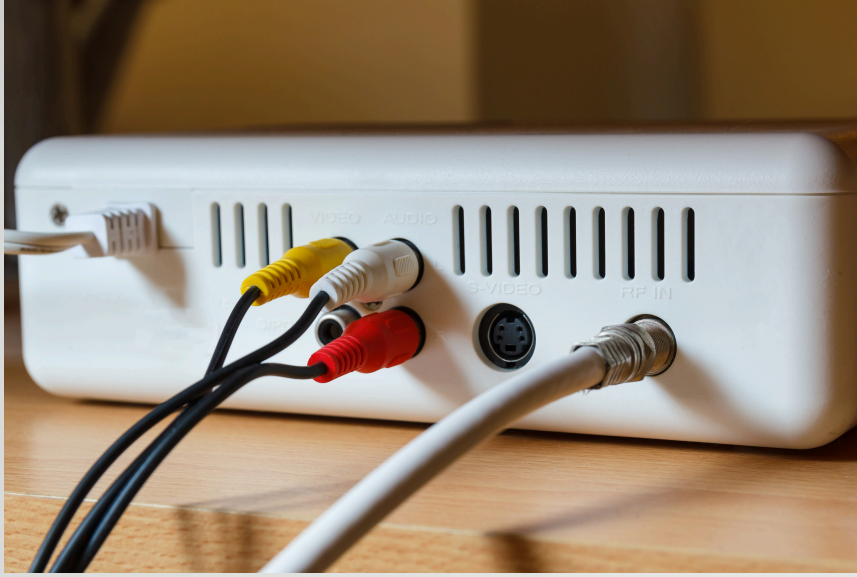
a leading resource and forum understanding developments and trends in the video industry in Asia, through committees, publications, newsletters, conferences and seminars



# Who we are & what we do

- AVIA is the association for all connected with the video ecosystem in Asia.
- AVIA exists to make the video industry in Asia stronger, healthier, more vibrant, and to foster innovation in the industry.
- AVIA has a large and diverse membership and is a “must join” association for anyone connected to the video industry.
- AVIA reaches out – and is relevant– to staff at all levels in member companies. All employees of member companies are treated as members.
- AVIA brings the industry together to allow challenges that are common to all to be faced together.
- AVIA speaks for the industry with one voice in consultations and dialogues with regulators and government bodies across Asia Pacific.
- AVIA takes a leading role in developing tangible and measurable actions to reduce the effect of video piracy and works collaboratively with similarly like-minded organisations.
- AVIA provides leading industry information and intelligence on developments in different markets, business models, and technology for the video industry.
- AVIA is regional in focus, but with strong membership in every Asian market and active regular engagements in each market.

# Heritage & Evolution



In 2018 AVIA evolved from CASBAA, which had been established in 1991 at the birth of the pay TV industry in Asia; a time when video was primarily distributed and received through cable and satellite. Today, the video industry has evolved and while linear pay TV, cable operators and satellite providers are still a big and important part of the industry, it equally encompasses all those who produce, curate, and distribute video content in whatever format, to whatever device, and the entire ecosystem that surrounds the video industry.





# POLICY The Voice of the Video Industry

AVIA speaks on behalf of professional video and those who help consumers access it. **Production, distribution, transmission, monetisation** – every aspect of the industry depends on making governments understand that the old rules of legacy broadcast regulation cannot be applied to an industry that is converging and transforming to meet the needs of the 21st Century.

Reaching governments across Asia with this message is a huge task, and AVIA relies on its members for side-by-side advocacy. But the single voice for broad industry interests is AVIA.

## Direct Advocacy

with governments, via submissions, statements, and white papers that members play a direct role in shaping.

with AVIA members joining government officials in policy roundtables, door-knocks in capitals, and small group interactions. These bring regulatory officials into contact with the dynamism of the industry, and create opportunities for cross-pollination of ideas and mutual sharing of concerns.

## Face to Face

## Media Outreach

to generate broader understanding of our key issues. Apart from seeking reform of traditional regulatory policies, AVIA supports tightening of national laws and anti-piracy enforcement to improve the business climate for professional video.

with regular “country seminars” held in national capitals. AVIA’s “Regulating for Growth” series of studies and publications helps members, regulators, and industry observers understand the ground rules for operating in Asia Pacific video markets.

## Research & Education

# PIRACY Coalition Against Piracy

The Coalition Against Piracy (CAP), works on behalf of AVIA members to protect their content in Asia-Pacific. Building on decades of experience in the field, CAP is based on four strategic pillars. Firstly, CAP collaborates with its stakeholders to ensure it understands and identifies the specific piracy issues that affect them. Secondly, CAP invests in research and technology to measure piracy in the region and the impact of our efforts. Thirdly, CAP implements the most effective enforcement programs around the region. Lastly, CAP works closely with industry, governments and particularly intermediaries, to protect AVIA member company content.

## 1. COLLABORATION

Partner with key stakeholders & local coalitions to ensure an effective strategy with the capacity to create & sustain enforcement momentum

## 2. RESEARCH & TECHNOLOGY

Undertake bespoke in-depth research & employ cutting edge technology to support content protection



UNITING ASIA PACIFIC IN  
PROTECTING ONLINE CONTENT

## 4. ENGAGEMENT & OUTREACH

Strategically engage with industry, governments & intermediaries & employ tactical communications

## 3. ENFORCEMENT & DISRUPTION

Utilize all available tools to protect online member company content & disrupt its illegal distribution

## OUR MISSION

LEADING THE PROTECTION OF  
AVIA MEMBER COMPANY  
CONTENT ONLINE IN THE ASIA  
PACIFIC REGION



# Insight

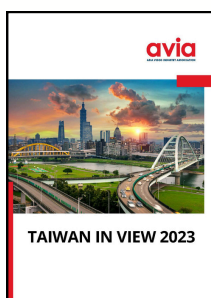
In an industry that is changing and evolving before our eyes, AVIA is a leading resource of intelligence on trends and developments in the video industry in Asia Pacific.

Insight is provided for members through the following:

## Newsletters, Publications and Reports

AVIA distributes a variety of newsletters about industry matters to its members, including the OTT Newsletter and a bi-weekly Policy & Piracy Newsletter. In addition, AVIA publishes industry reports on different trends and issues as well as specific market reports. Full reports are exclusive to members and are not for sale.

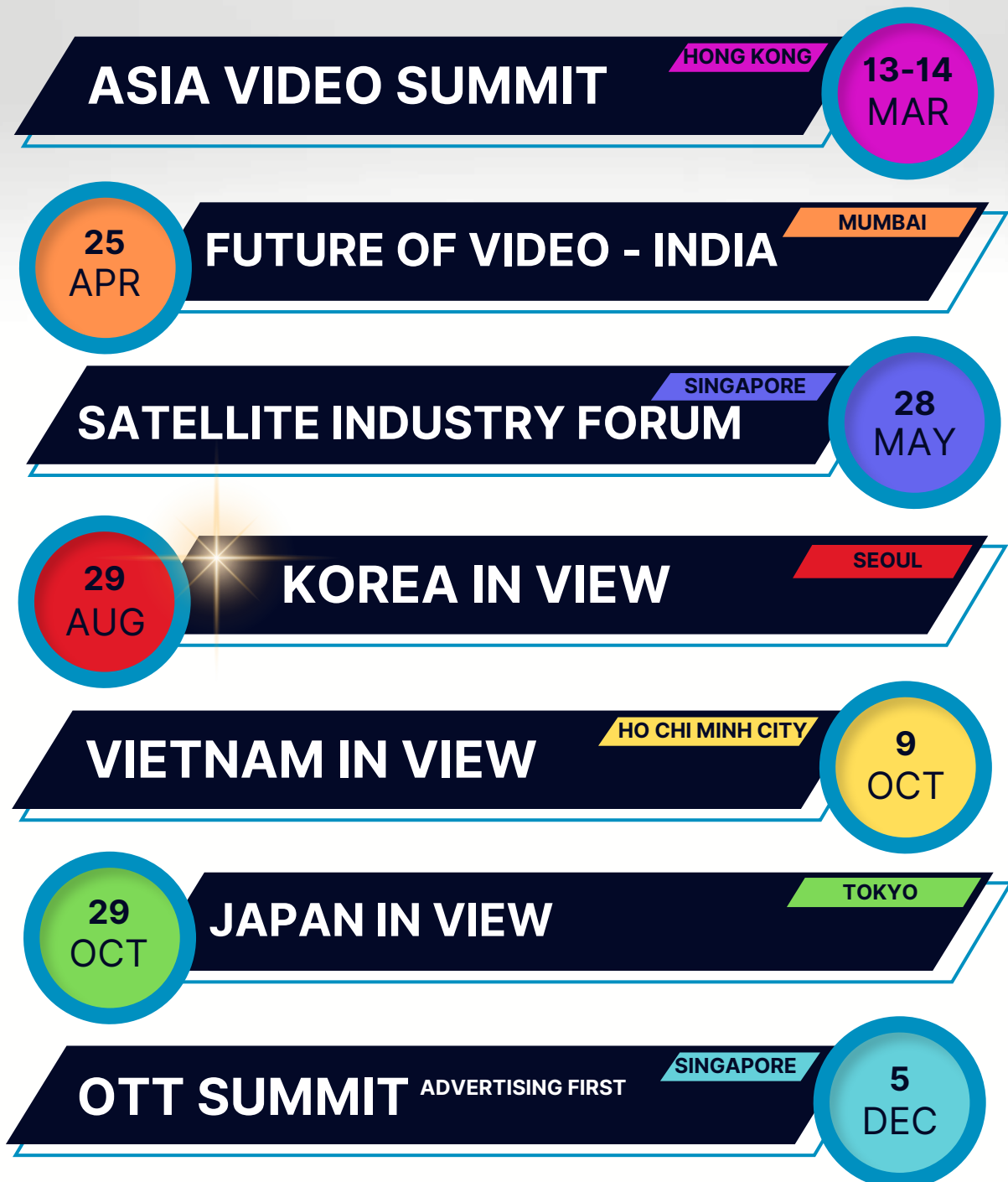
## Latest reports:



# Industry Conferences

AVIA hosts a series of both regional and market focused industry conferences throughout the year designed to help members and delegates stay abreast of market developments, industry trends and to engage in dialogue.

## 2024 Calendar of Events:





# Committees

Committees are an invaluable way for a broad spectrum of people from different member companies to come together to play important roles in discussing and improving key issues for the video industry.

Under AVIA, the number, focus and structure of the Committees will evolve. Currently, AVIA manages the following committees:

## Regulatory & Anti-Piracy Committee

A priority for the Regulatory & Anti-Piracy Committee is to pool collective information to tackle regional pay TV signal piracy. This Committee also plays an active role in coordinating the Association's advocacy and education activities in Asia.

## Satellite Industry Committee

The Satellite Industry Committee has the remit to examine pan-regional regulatory affairs and lobby on behalf of the industry, as well as promoting satellite communications to the investment community, the media and telecommunications networks users.

## Premium Video Advertising Committee

The objective of the Premium Video Advertising Committee is to support the advertising ecosystem around premium streaming video services. Objectives include defining premium, setting standards and best practices and the measurability of ad effectiveness.

## CAP Steering Committee

The members that work most closely with CAP, the Coalition Against Piracy, in advancing industry efforts to protect IP through research, enforcement and outreach.

# Membership

There are 4 categories of membership to choose from:

## PATRON MEMBERSHIP

- Patron Membership is designed for those companies who want to take a **leadership role** within the broader video industry in Asia.
- Any firm, corporation or other entity interested in the objectives of AVIA shall be eligible for Patron Membership.
- Each Patron Member shall have the right to four (4) votes at meetings of the Association provided always that all four (4) votes shall be cast collectively and shall not be split.
- Each Patron Member shall be entitled to exclusive access to Patron Member-only meetings organized by the Association.
- All Patron Members are eligible to stand for election to the Board of Directors.

## CORPORATE MEMBERSHIP

- Any firm, corporation or other entity interested in the objectives of AVIA shall be eligible for Corporate Membership.
- Each Corporate Member shall have the right to two (2) votes at meetings of the Association provided always that all two (2) votes shall be cast collectively and shall not be split.
- All Corporate Members are eligible to stand for election to the Board of Directors.

## ENTERPRISE MEMBERSHIP

- Any firm, corporation or other entity having fewer than fifty (50) employees globally across one or more group(s) and interested in the objectives of AVIA shall be eligible for Enterprise Membership.
- Each Enterprise Member shall have the right to one vote at meetings of the Association.

## INDIVIDUAL MEMBERSHIP

- An individual may be considered for membership of the Association where he/she:
  - (i) does not work for a company that is eligible for another category of Membership; and
  - ii) does not employ any professional full-time staff.
- Individual Members may attend, but shall not have the right, to vote at meetings of the Association.



# Why Join?

- Because you care about the future of the video industry in Asia Pacific, and you want to be part of a community of like-minded responsible companies to work to make it stronger and healthier.
- Because you want to raise the profile of your company and establish its expertise within a community of peers.
- Because you believe in a light-touch regulatory environment, in which a level playing field is established for all industry participants.
- Because you want to add your weight to the broadest industry effort to reduce video piracy for the benefit of the entire video ecosystem.
- Because you value access to exclusive insight and intelligence about the development of the industry.

## In addition:

- We will promote our members brands, news and reports where appropriate on our website and in our publications and newsletters.
- Attendance and sponsorship of AVIA events will always be heavily discounted.
- Publications and intelligence including access to members only section of the website will be free to all members.
- Member networking cocktails, webinars and seminars on a variety of relevant topics.

## PRICING & PAYMENT (2025)

PATRON	US\$30,000
CORPORATE	US\$15,000
ENTERPRISE	US\$5,500
INDIVIDUAL	US\$2,750

# Membership Criteria

At the discretion of the Board of Directors, membership is open to any company or individual involved in the video industry and its ecosystem in Asia.

In order to qualify for membership of the Asia Video Industry Association, prospective members undertake to adhere to the following principles:

- Members are committed to the growth of the video industry across the Asia Pacific region.
- Members believe that appropriate rights for creators must be maintained and enforced in order to drive innovation to the benefit of the creative industries, and society as a whole.
- Members are committed to fighting video piracy and strengthening copyright protections.
- Members support a light-touch regulatory environment, in which a level playing field is established for all industry participants.
- Members favour open markets and strive for unrestricted access to individual markets in the region.
- Members support ethical business practices.
- Members agree to not involve the Association in activities that contravene sanctions administered by the United Nations, HM Treasury (UK), the European Union, the US Treasury Department's Office of Foreign Assets Control (OFAC), or the Hong Kong Monetary Authority.

## Contact AVIA

For more information on AVIA and its activities or initiatives do get in touch via one of the channels below:

### General Inquiries:

- Hong Kong Office
- Singapore Office
- General Email
- Website

### Other Inquiries:

- Membership
- Media
- Partnership
- Events (Sponsorship)
- Events (Speaking Engagements)
- Policy & Regulatory
- Coalition Against Piracy

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