

PROGRAMME

Time in SGT

8:00	Registration Grand Ballroom, Level 3, Amara Singapore
9:00	Welcome Address
9:15	Premium Video Advertising - Market Forecast and Opportunities in Asia In the next 5 years, the trajectory of the APAC video advertising industry will see significant growth worth \$21B, with burgeoning CTV adoption playing a pivotal role in both mature and emerging markets. With increasing availability of premium inventory provided by broadcaster-owned VOD platforms, in addition to global, regional and local premium VOD streamers, where are the biggest opportunities and what are the critical challenges to surmount for CTV and streaming advertising to achieve its full potential? Are SEA markets big enough to make CTV advertising a viable business, and can CTV be more successful in delivering pan regional advertising than traditional linear pay TV?
9:45	Navigating Programmatic and the Advertising Potential of Streaming The adoption of streaming and CTV is rising rapidly across Asia and yet premium video advertising continues to lag behind. Are marketers and brands missing out? What are some of the best practices for maximizing value of programmatic CTV and what are the essential rules of thriving in the realm of CTV advertising? How can it best fit into a bigger omni-channel marketing campaign?
10:15	What Buyers Need and Want from Streaming Premium video advertising is still trailing significantly behind digital and even linear TV advertising in many Asian markets. What do top agency buyers and planners need from premium video platforms and their technology and measurement partners for the CTV market to really move forward in Asia?
10:45	Coffee Break
11:15	Effectively Navigating the Streaming Space: An Insider Perspective As more consumers shift to watching more premium video platforms, leading brands and marketers are also taking note and leaning even more heavily into ad tech and data to reach consumers effectively. How does a leading platform and advertiser collaborate to achieve this?
11:45	Unleashing the Potential of CTV Advertising With CTV driving increased reach and engagement, enabling data-driven targeting, and benefiting from advancements in measurement, 2024 is poised to be a landmark year for CTV advertising in the US, especially with the boost from election cycle spending. Will Asia experience similar growth? What key challenges need to be overcome, and how significant really is the opportunity?



12:15	<p>Building Data-Driven Campaigns with Branded Content Stories</p> <p>Content is most engaging when it's a great story well told and well crafted. How can marketers capitalize on this significant captive audience in data driven campaigns that can reach them across multiple platforms and mediums?</p>
12:45	<p>Networking Lunch</p>
14:00	<p>CTV and FAST – What's in it for Advertisers?</p> <p>There are over 1,500 FAST channels in the US, with estimated revenues reaching \$12B by 2027 while CTV is predicted to have its strongest revenue growth in 2024. But will FAST and CTV grow as quickly in Asia, where free-to-air linear channels still command significant viewership? Are Asian consumers and marketers ready to embrace CTV and FAST, and will it be able to achieve the scale to compete with social, UGC and other digital on-line platforms? What are the benefits of CTV and FAST advertising for marketers and what needs to happen for more brands to start investing?</p>
14:30	<p>Follow the Eyeballs: Measuring Audiences in a Multi-Media Multi-Platform Era</p> <p>Targeting the right viewers and measuring advertising impact has always been the Holy Grail. With CTV and streaming, technological advancements and new tools have elevated measurement capabilities. However, achieving a unified view of cross-platform total and de-duplicated reach and frequency using truly comparable methodologies remains complex. Will this ever be attainable? What new metrics and cross-platform measurement innovations can provide a more accurate understanding of audiences and enhance CTV media planning? Will these be adopted in Asia? Is automatic content recognition (ACR) data the potential solution?</p>
15:00	<p>Leveraging Data-Driven Streaming: The Publisher's Perspective</p> <p>The future of streaming and CTV seems bright but it's not without its challenges. How are streaming apps creating more inventory for advertisers to transact in a data-driven way, from measurement to targeting? How are they reconciling the different approaches to targeting and measurement in the market, from alternate currencies and outcome-based buying to reach-based and DTC buyers that care about conversions? Will there ever be a single targeting and measurement approach, or will the market accept multiple approaches? What really lies ahead for the future of streaming and CTV in Asia?</p>
15:30	<p>Coffee Break</p>
16:00	<p>Brand and Product Integration in Content – Achieving Maximum Effectiveness</p> <p>Brand and product integration in content has been a staple since the early days of television, famously giving rise to the term “soap opera”. But not all integrations yield the same results. How does one achieve maximum effectiveness without diluting authenticity and creativity?</p>



16:30	<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>
16:45	<p>Driving Omni Channel Success: An Integrated Approach to Premium Video Advertising and Marrying the Best of Linear TV and Streaming Even as streaming and CTV are hailed as the future, traditional linear pay TV continues to command significant reach. Advertisers need to think critically about how to engage audiences across all video types, and publishers have to innovate in the ways advertisers want to buy. How can brands and marketers build omni-channel video marketing campaigns that combine the best of linear and streaming, to achieve greater reach and targeting and more accurate measurement of impact which will ultimately also lead to a bigger share of the pie for streaming advertising?</p>
17:15	<p>Closing Address and Cocktail Reception</p>

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