

PROGRAMME

Time in SGT

13:00	<p>Registration Ballroom 1, Level 3, Amara Singapore</p>
14:00	<p>Premium OTT - Building Its Rightful Place in the Digital Market AVIA unveils our latest research into usage and attitudes towards streaming video, both premium and social.</p> <p>Presenter: Louis Boswell, CEO, AVIA</p>
14:30	<p>Viu Showcase Join Viu, a regional entertainment leader, as they continue to set new milestones in the industry. Discover how brands and agencies can harness these achievements to effectively engage their audiences, drive meaningful connections, and achieve their business objectives.</p> <p>Presenter: Anson Tan, Country Head – Singapore, Viu</p>
15:00	<p>BBC Studios Showcase Digital media has evolved with technology and shifting consumer behaviors, but authentic audience connection remains key to effective advertising. As ad spending grows in OTT space, balancing scale with trusted storytelling is crucial. This session will explore how BBC Studios maintains its legacy through storytelling, content measurement, and proving impact.</p> <p>Presenters: Diana Lim, Senior Manager, Integrated Marketing, BBC Studios Jerine Teo, Manager, Integrated Marketing, BBC Studios</p>
15:30	<p>Samsung Ads Showcase Join us at the Samsung Ads Connected TV Upfront to discover how we're shaping the future of streaming in Southeast Asia, unlocking unique opportunities for advertisers and content partners in the rapidly growing region.</p> <p>Presenters: Brigitte Slattery, Marketing Director, APAC, Samsung Ads & Samsung TV Plus Tushar Tyagi, Head of Channel Partnerships, Samsung Ads</p>
16:00	<p>Coffee Break</p>
16:30	<p>StarHub Showcase Discover the future of TV advertising in Singapore as StarHub, powered by HopprTV, democratizes the biggest screen in the home. Learn how real-time viewing data delivers guaranteed audiences, how programmatic buying opens doors for all, and why big budgets are no longer necessary for TV.</p>

	<p>Presenters: Yann Courqueux, VP Entertainment, StarHub Ltd Scott McBride, Head of Demand, Agencies & Partnerships, Hoppr Stephen Wright, Director of Data, Hoppr</p>
17:00	<p>iQIYI Showcase Explore iQIYI's journey as a global entertainment powerhouse. Discover content highlights, innovative marketing strategies, and cutting-edge advertising solutions designed to maximize brand impact and audience engagement. Join us to learn how iQIYI delivers premium experiences to viewers and partners worldwide.</p> <p>Presenter: Evangeline Song, Head of SEA Brand Partnership, iQIYI International</p>
17:30	Wrap up and Cocktails

Presenting Partners

BBC
STUDIOS

iQIYI

SAMSUNG Ads

 **STARHUB**

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