

I have been a member of the Association since 1996, as well as a Board Member since 2012. For the past twelve years, the market has evolved in an exciting yet challenging way, pushing our Industry to innovate and adapt to meet the consumer's demands.

Like many members, I work in a small structure and fully understand the constraints that go with such an environment. I am deeply involved in the day-to-day operations of the channels our office represents, on all levels, from distribution to regulation, technology, and mobility, allowing me to have a comprehensive knowledge of the markets in our region.

As a Board Member, I have been very active in pushing the Association to embrace the challenges the Industry is facing and reinvent itself into the Asia Video Industry Association.

Not only I have been supporting and driving the last changes, but because I strongly believe in the Association's missions, I have also been supporting the Association in any way possible. That includes financial contributions across the various AVIA's initiatives & events, but also dedicating a lot of my time to the greater good of its constituents.

The Association has made tremendous progress during the past years. However, I, believe there is still much work to be done to adequately position the Association as an inescapable and indispensable player in the region where the entire video industry wants and needs to be.

These are my goals and commitment to you, should I stand for another term as a Board member.

I would be honored to stand for election to the AVIA Board.

Alexandre Muller
Managing Director, Asia Pacific
TV5MONDE