

Candidacy Statement

As the video industry evolves across Asia, I am eager to contribute my experience, ideas, and relationships to support AVIA's mission of fostering growth, collaboration, and innovation in our ecosystem.

Having spent decades in the sector—based in Sydney, Hong Kong, and now Singapore—I've seen firsthand the value of a constructive industry community in addressing challenges and unlocking opportunities. AVIA's work in education, advocacy, and connecting members has been instrumental in building such a community, and I am committed to advancing its success.

Over the past year on the Advertising Committee, I've gained valuable insights into the diverse needs of AVIA's members. These experiences have deepened my commitment to expanding opportunities in areas like the premium AVOD category, which is critical in the attention economy. I am equally eager to champion initiatives that reflect AVIA's wide geographic and commercial diversity, ensuring all members—whether global or local—receive meaningful support tailored to their unique needs.

In my current role leading transactional and emerging distribution for Sony Pictures across Asia Pacific, I've worked across industry and countries to develop categories and cultivate audiences for local, regional, Hollywood, and international content. Across both traditional and emerging platforms, I see AVIA as a key driver in shaping an ecosystem that fosters transparency, ease of use, and growth for all participants—buyers and sellers, local and global.

Through my work with industry groups, I've seen how open dialogue and collaboration lead to meaningful alignment and shared success. As an AVIA board member, I would prioritize actively listening to and addressing the diverse needs of members. I would focus on programs that deepen member engagement, enable them to meet consumers where they are, and foster community-building that directly supports member success.

Thank you for considering my candidacy. I am committed to helping AVIA and its members navigate the challenges and opportunities of our evolving industry and would be honored to contribute to its continued success.

Tim Harris

Vice President of Transactional Sales and Emerging Media APAC

Sony Pictures Entertainment