



## PROGRAMME

Time in IST

08:30	<b>Delegate Registration</b> Residence 1&2, Level 2, Park Hyatt Jakarta
09:25	<b>Welcome Address by Emcee</b>
09:30	<b>Opening Address</b>
09:45	<b>Inaugural Address by Snr. Indonesian Government Official</b>
10:00	<b>In Conversation: Poised for Epic Growth</b> AVIA speaks to a leading media executive well positioned to capitalize on the growth of premium video in Indonesia. With a macro-strategic perspective of the industry, we will discuss key opportunities and challenges, plans for international expansion and further collaboration with international players.
10:30	<b>Linear TV – Innovating to Survive and Thrive</b> While linear TV, both FTA and pay TV, has seen some erosion of viewership with the rise of streaming, network owners and operators are innovating their business models, and some even embracing streaming, to ensure their business continues to thrive and not just survive. What is the rationale behind this optimism and what are some of the creative strategies being deployed to adapt to the evolving market environment?
11:00	<b>The Resurgence of Advertising on TV</b> The convergence of Connected TV, streaming, technological advances in AI and data analysis, is enabling premium video content publishers to offer advertising solutions like never before, from more focused targeting and greater efficiency to creative engagement with consumers. Is the advertising industry and brand marketers alike ready to leverage on this huge potential and opportunity?
11:30	<b>Coffee Break</b>
11:45	<b>Stream Rising in a Sea of Change</b> The streaming business is tough. With ARPU's often much lower than linear pay TV, how are streamers driving towards a stronger bottom-line? In a highly competitive environment, how are they distinguishing themselves to ensure that they earn a fair share of the consumer's wallet and is the market big enough for so many services? Are raising subscription prices inevitable and how real and significant is the advertising opportunity?
12:15	<b>Hyper-Local Meets Hyper-Scalable: Unlocking Premium Video Growth Potential in Indonesia, Malaysia and Philippines</b> In Indonesia, Malaysia, and the Philippines, local content is what audiences love—and what keeps them watching. But for advertisers, the big question is: how do you reach these highly engaged viewers with campaigns that feel relevant, while still scaling efficiently across platforms? How can programmatic help to combine the power of automation with the nuance of local storytelling? What are the latest trends in smart targeting, dynamic ad insertion, interactive



	formats, shoppable video, and how AI is starting to shape the next wave of premium video advertising?
12:45	<b>Defending Revenue and Disrupting Digital Theft</b> Piracy continues to pose a serious threat to the video industry in but recent collaborative efforts in Indonesia have seen growing success in disrupting illegal streaming activities. What's the secret behind recent efforts and what new tactics are pirates adopting? How can broadcasters and platforms stay ahead of them to protect content and revenue, and what's next?
13:15	<b>Networking Lunch</b>
14:00	<b>Seamless Streaming: Powering the Future of Broadcast &amp; OTT Delivery in Southeast Asia</b> As audiences across Indonesia, Malaysia, and the Philippines increasingly shift to digital platforms, broadcasters and streamers need to rethink their infrastructure to stay competitive. What are the latest content delivery strategies to reduce latency while scaling for mass concurrent viewership? How can content providers leveraging real-time analytics and cloud-based tools to improve viewer experience and monetization?
14:30	<b>In Conversation: Streaming Stories, Shaping Culture</b> AVIA speaks to a leading media executive overseeing significant content investments in Southeast Asia. How are they evolving their content strategy, what drives investment decisions, how is the development of emerging and diverse voices being supported and what does success look like for local content on a global streaming platform?
15:00	<b>The Asian Content Race - Bigger, Better and Going Global</b> With the advent of streaming and the democratization of content, Asian producers have upped their game with bigger investments and better quality leading to a flourishing production scene in the region. What is the real state of production across the Archipelago countries? What genres are they focused on, and what is the potential for local content to travel beyond domestic shores?
15:30	<b>Coffee Break</b>
15:45	<b>The Future of Satellite Video in a Fragmented Media Universe</b> As global content delivery diversifies across fiber, 5G, IP streaming, and OTT, satellite remains indispensable for reaching underserved markets, enabling mobility, and ensuring broadcast reliability at scale. But with growing pressure from terrestrial networks, spectrum reallocation, and the rise of LEO constellations, how can traditional satellite video operators remain relevant and competitive? Are there opportunities to unlock new revenue streams in an increasingly IP-centric environment, how are business models being reinvented and how is the role of satellite in video distribution evolving?
16:15	<b>Finding Success in Asia</b> Shifting audience preferences, intense competition, high and increasing local production and content costs, low ARPU, a digital and social dominant share of the advertising pie... doing business in Asia is tough. Are there still opportunities, where and what are they, how do you navigate the challenges while striving for sustainable growth and managing risks? What are the lessons to be learned from other markets and regions, and what kind of partnerships and collaboration are critical for success?



17:00	<b>It's All About the Money: Maximizing Advertising Revenue</b> As viewership continues to shift across platforms and with viewers consuming more content than ever, monetization strategies must evolve to capitalize on this shift. Addressable advertising offers a powerful solution to maximize revenue from existing inventory while enhancing the viewer experience. What are the latest trends in video advertising and what are the most effective strategies for content owners? Are there immediate solutions to generate more advertising revenue?
17:15	<b>In Conversation: Sustainable Growth, Competing Successfully and Future Prospects</b> As a leading media powerhouse, this conglomerate has been at the forefront of shaping the country's television, streaming, and entertainment landscape. What opportunities and challenges lie ahead for Indonesia's media sector? With increasing competition from global streaming giants and shifting consumer behaviour, how is it adapting to the new era of content consumption? And what's next for one of the most influential media conglomerates in Southeast Asia?
17:45	<b>Closing Remarks and Cocktail Reception</b>

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