

Northeast Asia Video Summit - Japan and Korea

28 October 2025 | Andaz Tokyo Toranomon Hills, Japan



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PROGRAMME

Time in JST

08:15	Delegate Registration
08:55	Welcome Address
09:00	In Conversation: Streaming Ahead Riding on the appeal of K and J content, exclusive US content and popular sports from golf to football, it is one of the largest domestic SVOD services and continues to grow at pace. How does it plan to maintain its momentum in the year ahead? What is the growth strategy to achieve the target of 5M subscriptions by 2028, and will it continue to expand on content investments and aggregate new services and benefits to enhance customer experience?
09:30	In Conversation: The Next Lap Forward Competing in one of the most vibrant and competitive streaming markets globally, this local streamer is a key player driving innovation in local content and digital experiences. What is the strategic vision as it challenges global platforms, and how does its investments in original content, short-form video, and livestreaming shape this approach? How is it carving out its role as a leading content and technology platform in Asia's fast-changing media ecosystem?
10:00	The State of Video in Northeast Asia Japan and Korea combined is projected to account for 24% of the incremental video industry revenue growth in the APAC region between 2024 and 2029. But both are at very different stages in the premium video lifecycle, from the state of linear TV to streaming and content production. What are the latest trends and what does the future hold for these two Asian powerhouses of the video industry?
10:30	Crossing Borders: Navigating the International Opportunity in Japan and Korea Japan and South Korea are two of Asia's most advanced and distinctive media markets—with deeply rooted domestic content industries, strong consumer preferences, and rapidly evolving digital landscapes. For international players, these markets present both significant opportunity and formidable complexity. What are the most effective entry and growth strategies? Where do partnerships, localization, and co-productions make the biggest impact? And how are regulatory frameworks, consumer behaviors, and competitive pressures shaping the possibilities for international success in these highly strategic markets?
11:00	Coffee Break
11:15	How FAST is the Future? Free Ad-Supported Streaming Television (FAST) continues to gain traction globally and is also growing rapidly in parts of Asia. What has been the secret behind its success and how will it

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	continue its growth momentum? Will the advertising market be big enough to support it? What content strategies will be key to increasing audiences and driving adoption further?
11:45	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?
12:00	The Programmatic Shift: How CTV/OTT is Redefining Video Advertising While Japan's video ad market has traditionally relied on reservation-based TV buying, CTV and OTT platforms are driving programmatic adoption—offering new targeting capabilities without disrupting Japan's high-trust media ecosystem. With strict privacy laws and premium brand environments, how are Japanese advertisers balancing innovation with safety and measurement? What are the key challenges impending faster growth and what are lessons to be learnt from successes in other regions?
12:45	Networking Lunch
14:00	Live Streaming & Sports Rights in Japan & Korea – The Changing Playbook As live streaming reshapes the way audiences consume sports content, competition for sports rights is intensifying between traditional broadcasters, streaming platforms, and tech companies. With the rise of OTT-exclusive sports deals, direct-to-consumer (DTC) streaming, and interactive fan engagement, the landscape is undergoing a major transformation. But what challenges come with acquiring and monetizing premium sports content in these highly competitive markets? How are global and regional players reshaping the sports streaming market and can ad-supported (AVOD) and subscription-based (SVOD) models sustain the increasing costs of sports rights? How are AI, 5G, and interactive features (live stats, betting, social viewing) enhancing the sports streaming experience?
14:30	Content Investment – Co-Financing, Co-Productions and Collaborations As Japan and Korea solidify their positions as global content powerhouses, co-financing, co-productions, and cross-border collaborations are unlocking new opportunities alike for investors, platforms, and creators. From animation to drama and films, major players and local studios are driving new business models that blend creativity with strategic investment. What are the latest investment and financing trends and what are the lessons that can be learnt from successful co-productions? What are the biggest hurdles in rights management, IP ownership, and balancing creative control in international partnerships?
15:00	Creative Rebellion – Defying Anime Conventions Having built a cult following by rejecting industry norms—prioritizing hyper-kinetic action, bold art styles, and director-driven storytelling, what is the secret behind the success of this independent studio? How do they approach global productions and what lessons can be drawn

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	from balancing Western IP demands with their unique signature style? How did they develop new talent while maintaining their anime style?
15:45	Coffee Break
16:15	Crossing New Frontiers: Merging Artistry and Technology in Anime Science SARU has redefined anime aesthetics through bold experimentation—from <i>Devilman Crybaby</i> 's hyper-stylized violence to <i>Scott Pilgrim Takes Off</i> 's Western collaboration. What is the studio's creative philosophy and how do they balance artistic risk with mainstream appeal? Having succeeded in collaborating with international streamers and Western writers and animators, how do they balance the different storytelling styles? How do they find balance in human artistry and the use of digital tools and AI? How can independent studios thrive globally and what is the future for cross-cultural anime production?
17:00	In Conversation: Building a Global Creative Studio A leading Korean creative studio, known for producing globally acclaimed dramas, is redefining what it means to be a modern content powerhouse. What is its strategic blueprint for scaling storytelling and intellectual property across platforms, formats, and international markets? From its evolution as a drama juggernaut to its ambitious expansion into K-pop talent management, the launch of new production ventures, and its push into the rapidly growing world of short-form content, how is this studio transforming from a traditional broadcast content provider into a full-fledged creative ecosystem? By managing development, global distribution, and format rights—and reaching across genres including unscripted and variety—it is building a model of creativity that's made in Korea but designed for the world.
17:30	Closing Keynote Session Navigating Change: Growth, Challenges, and New Horizons in Broadcast Media The linear TV business is seemingly on the edge of a precipice, given profound and irreversible shifts in the way consumers meet their entertainment and information needs. Traditional media needs to evolve to reflect the changing behavior and needs of consumers. Will traditional media find a way to reinvent itself back into relevance? What are the latest strategies, trends and developments in how it is doing so?
18:00	Closing Address and Cocktail Reception

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