

A GOVERNANCE FRAMEWORK FOR ONLINE CURATED CONTENT (OCC) SERVICES

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ASIA VIDEO INDUSTRY ASSOCIATION

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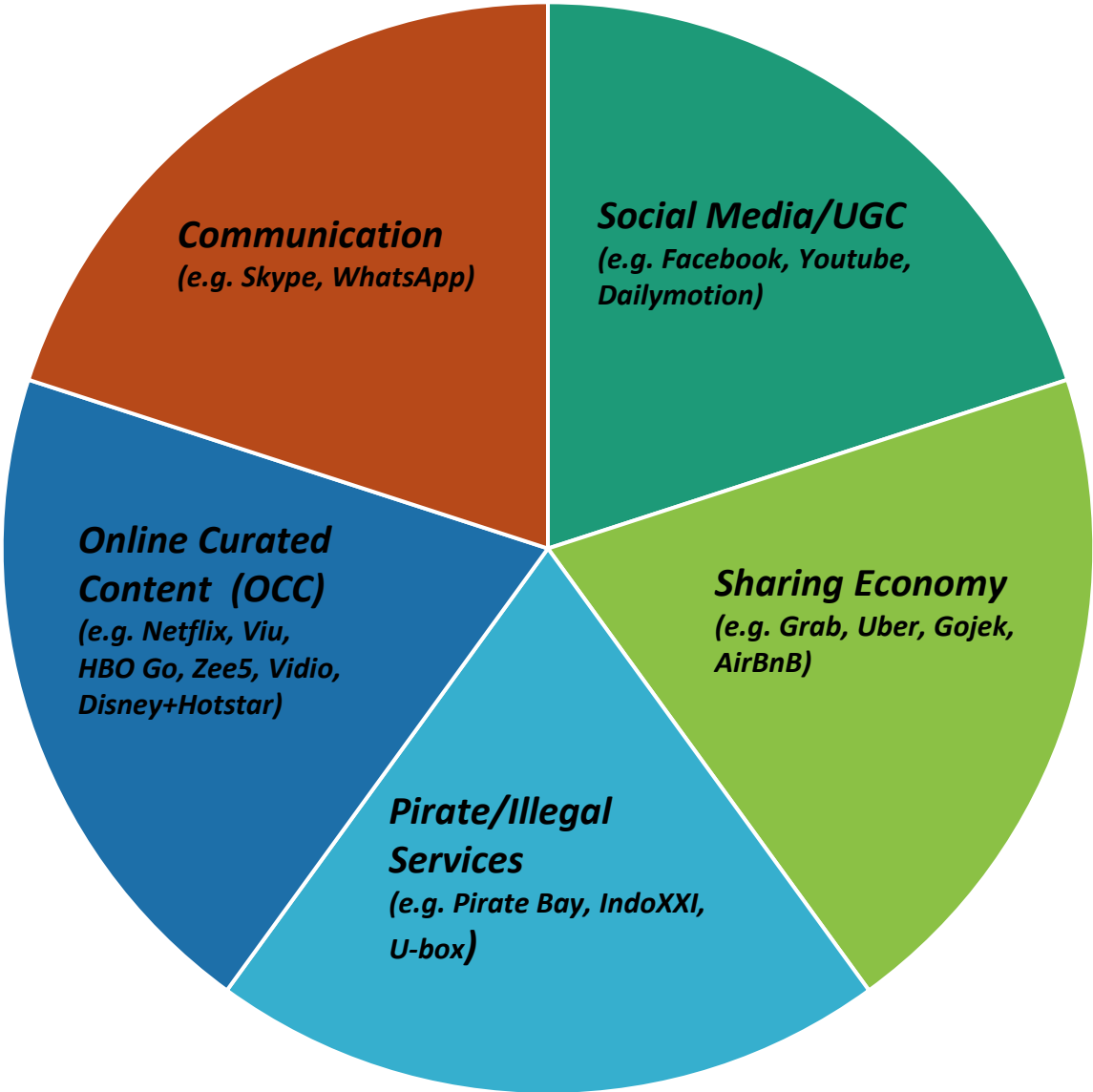
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What do we mean by OCC?

- Video Streaming Service, delivered via the internet
- Pull service – content available on demand
- Fully curated content catalogue
- All content is either licensed or produced by the service provider

The OTT Universe



Driving Investment

OCC services are expected to invest US\$ 10 billion in APAC by 2022. OCC services play an important role in investing in the local industry, by way of acquiring content, producing content and developing partnerships. These activities are key to driving investments and innovation in local content ecosystems around the region.

Nature of OCC Companies

- Consumer focused
- Investment focused (content is king)
- Tax paying
- Protect consumer data
- Respect intellectual property

Value of an Effective Governance Framework

- Clear statement of responsibility and accountability
- Set high standards for the OCC Industry
- Empower consumers
- Incentivizes investment & value creation
- Platform for government and industry to shape positive outcomes
- Leads to discussion of suitability of legacy pay TV regulations

What we want to avoid

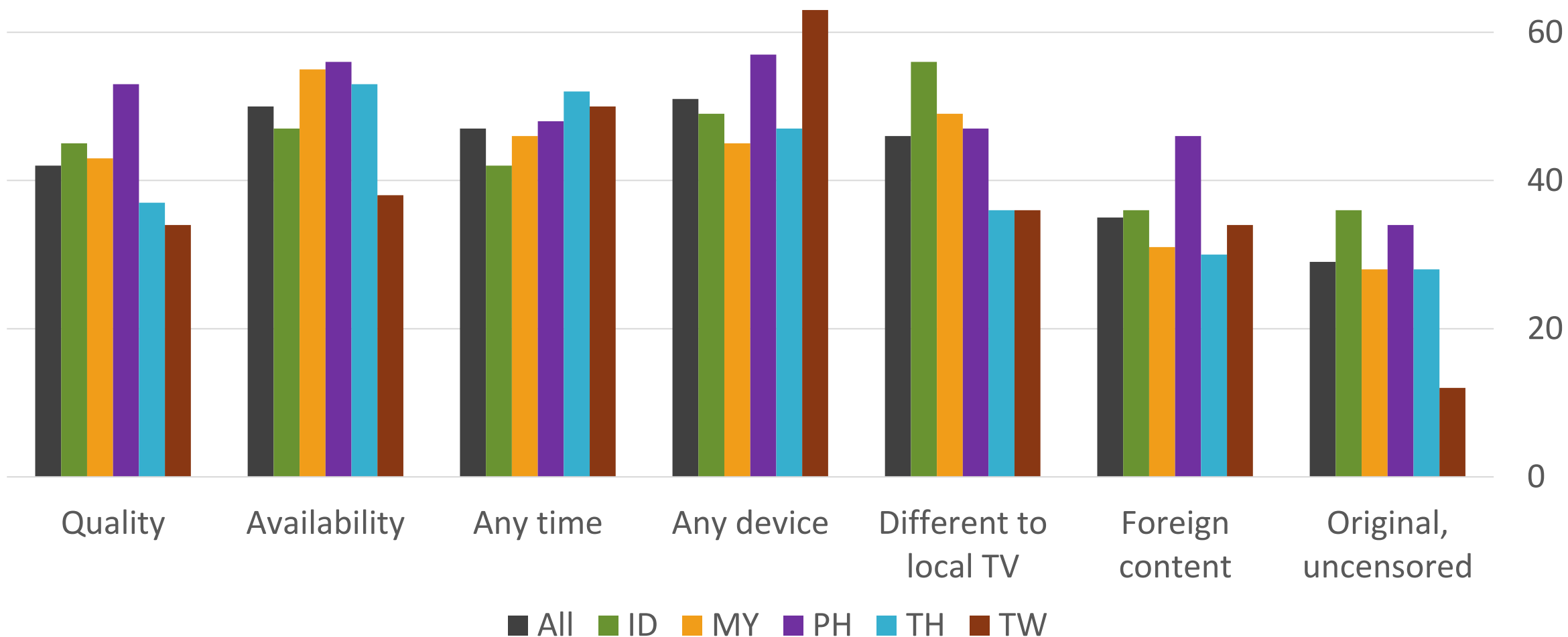
- Onerous regulatory obligations
- Heavy administrative burdens
- Creating cost structures that further advantage social media and piracy platforms

Responding to Consumer Sentiment

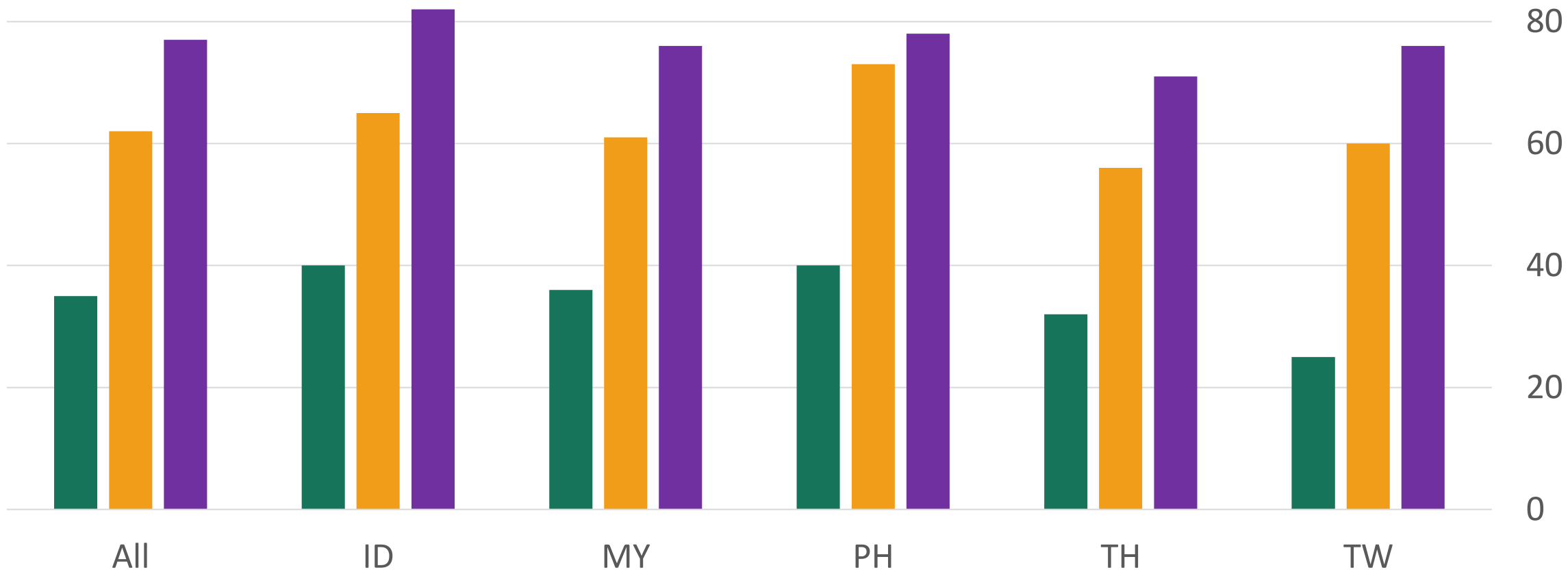
Market Research Study

- Commissioned by AVIA
- Study conducted by YouGov Singapore Pte Ltd
- Fieldwork 15-20 October 2020
- Conducted in: Indonesia, Malaysia, Philippines, Taiwan & Thailand
- Sample size 7385, weighted and representative of online adult population in each market.

Why Do You Use Streaming Services?

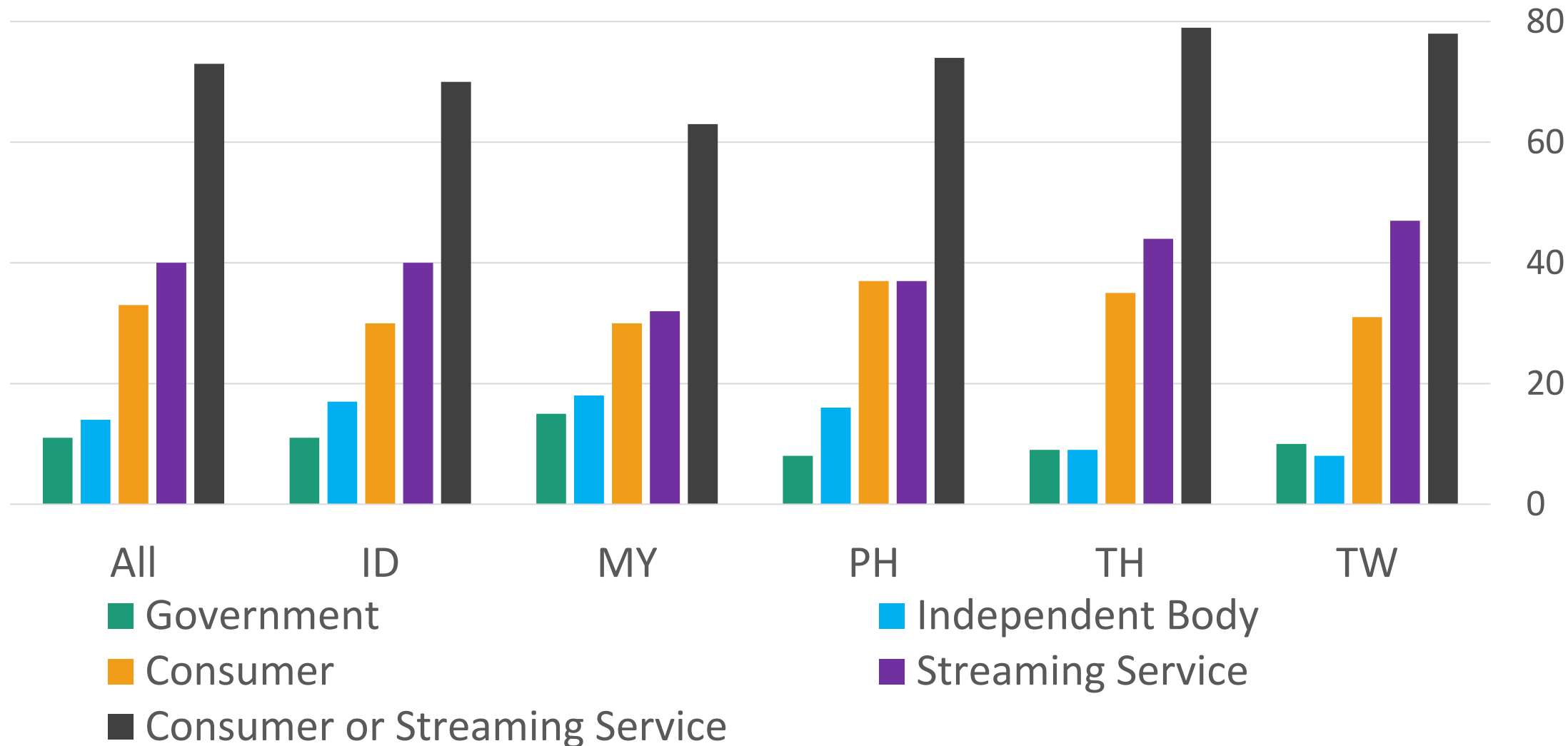


Which Features Matter to You?

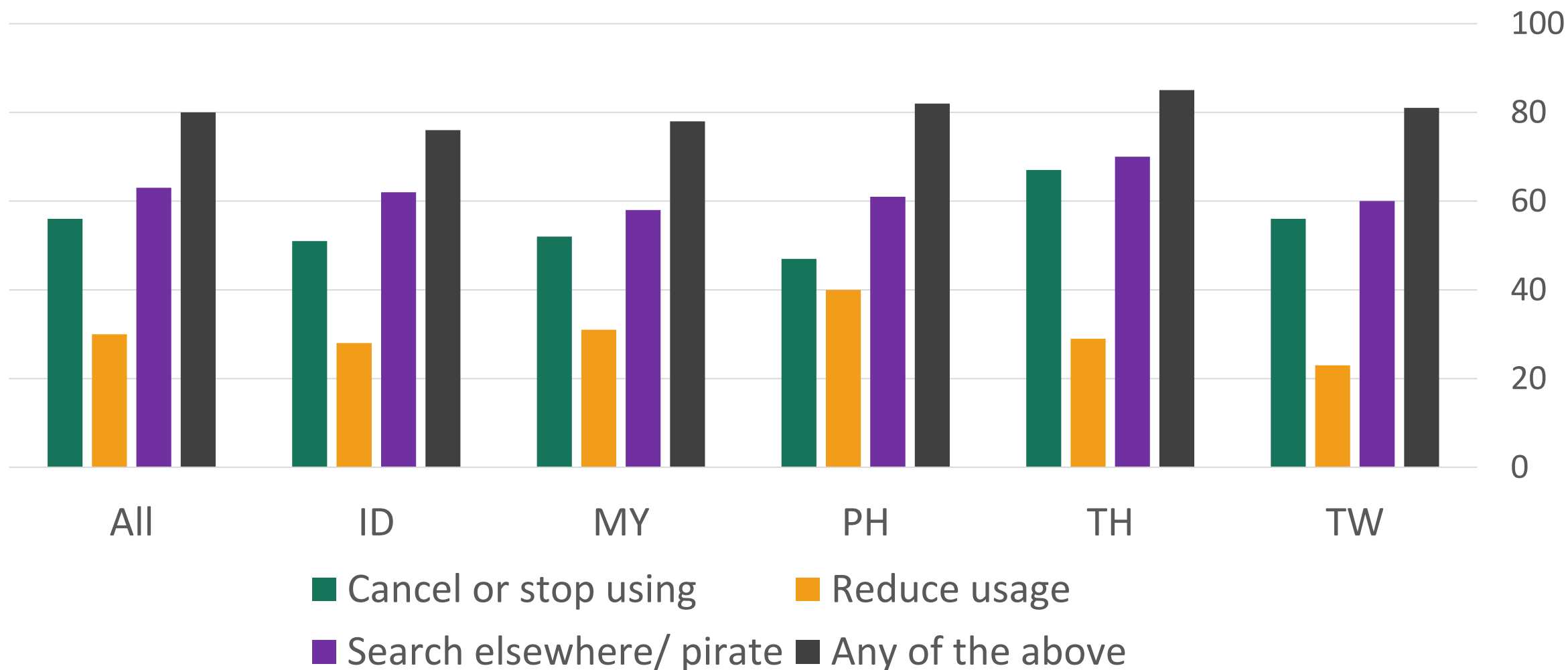


■ Customer care ■ Content ratings or advisories ■ Parental controls or content filters

Who should decide what content is suitable?



Reaction to Government Censorship



Governance Framework

OCC Governance Framework - Industry

- Content Control
 - Safety by design/ parental controls
 - Programme ratings
 - Labelling/advising about what's inside
- Consumer Feedback
- Prohibited Content

OCC Governance Framework - Government

- Notification System
- Formal government/ industry consultations

Thank You