Programme

Time	Pre-Summit Day: 29 October 2018	
10:00 – 17:00	**Policy Roundtable** ***(Registration is closed)*** *Venue: Sung Room, 4/F, Sheraton Hong Kong Hotel and Towers* **Presenting Sponsors:** Disney NBCUniversal International Networks 21CF WarnerMedia	
18:30 – 20:30	**Asia Video Summit Welcome Party** Join us for the official Asia Video Summit welcome party. Open to all registered delegates, sponsors and exhibitors. *Venue: Ming Room & Terrace, 4/F, Sheraton Hong Kong Hotel & Towers*	
20:00 – 22:00	**Patron Dinner** *(By invitation only)* *Venue: Oyster & Wine Bar, 18/F, Sheraton Hong Kong Hotel & Towers* **Brought to you by:** FOX Networks Group	

Main Summit Day One: 30 October 2018

07:00	**Registration** *Venue: Lobby/F, InterContinental Hong Kong*	
07:30 07:35 – 07:55	**Breakfast Briefing** *(Limited seats available. Pre-registration is required)* **Keynote Conversation** Join us at the breakfast briefing where keynote speaker, Mike Whittaker, EVP – CTO Asia Pacific and the Middle East of FOX Networks will shed light on the video delivery trends through satellite; how they are utilising satellite in their business; how would they like to see content being delivered more easily and reaching to wider audience. **Mike Whittaker**, Executive Vice President – Chief Technology Officer Asia Pacific and the Middle East, **FOX Networks Group**	

Programme as at 23 October 2018 (subject to change)

Asia Video Summit 2018 WiFi Login:
Connect to "InterContinental"; Open Internet Browser; Select "Use Pre-paid Access Code"; Entre Passcode: "AVS18" (CASE SENSITIVE).
Interactive Q&A Login: Connect to "ask.asiavideosummit.com"

07:55 – 08:30	*With* **Ina Lui**, Senior Vice President of Commercial, Business Development and Strategy, **AsiaSat** **Video Delivery Through Satellite Panel Discussion** In the same breakfast session, satellite operators will discuss their roles in the video delivery; what are their prioritisations for video businesses; what trends are we seeing with pricing; how is satellite adapting to mobile viewing; what are the benefits for broadcasters choosing a hybrid offer of linear TV reception via satellite and on-demand services via OTT; are we seeing more 4K channels coming on board? Panellists: **Huang Baozhong**, Executive Vice President, **APT Satellite** **Ina Lui**, Senior Vice President of Commercial, Business Development and Strategy, **AsiaSat** **Yew Weng Soo**, Vice President, Sales and Market Development, Asia-Pacific, SES Video, **SES** *With* **Kevin French**, Publisher, **talk Satellite**	
08:45	**Opening Remarks by Host** **John Dykes**, Presenter, Sports, Asia Pacific, **FOX Networks Group**	
08:50	**Welcome Address** **Louis Boswell**, CEO, **Asia Video Industry Association (AVIA)**	
09:00	**Opening Address by Guest of Honour** **Dr Bernard Chan Pak-li, JP**, Under Secretary for Commerce and Economic Development, **HKSAR Government**	
Management Insights and Growth Strategies		
09:15	**State of the Video Industry** The video industry has never gone through such a period of change as it is going through now, and that only looks set to accelerate. In this opening presentation, we will look at some of the major trends, growth opportunities over the next 2 years – and will there be more TV consolidations ahead? **Vivek Couto**, Executive Director, **Media Partners Asia (MPA)** *With* **Louis Boswell**, CEO, **Asia Video Industry Association (AVIA)**	FOX NETWORKS GROUP
09:45	**Patron Member Panel (Part I) - Where is the Business Going?** In this session, key executives from major firms will shed light on their views on the industry after the current wave of mergers and what's next. Where is growth coming from, and can this only come from diversification? Is OTT being treated as a separate business or just a continuation of current businesses?	viu

Programme as at 23 October 2018 (subject to change)

Asia Video Summit 2018 WiFi Login:
Connect to "InterContinental"; Open Internet Browser; Select "Use Pre-paid Access Code"; Entre Passcode: "AVS18" (CASE SENSITIVE).
Interactive Q&A Login: Connect to "ask.asiavideosummit.com"

	Panellists: **Dr. Roger Tong**, CEO, **AsiaSat** **Henry Tan**, CEO Designate, **Astro** **David Weiland**, EVP Asia, **BBC Studios** **Jonathan Spink**, CEO, **HBO Asia** *With* **Akiko Fujita**, Correspondent, **CNBC**	
10:25	**Keynote Conversation: PCCW's New Content and Streaming Strategy** PCCW has a clear idea how it wants to expand its Asian content offering, and how it plans to scale in the global digital video marketplace. In this keynote session, we look at how are the video streaming opportunities taking shape today; how is PCCW re-orienting itself to seize this golden chance; and how will it target and drive new sources of growth for premium content for Viu services through partnerships, content strategies and technology. **Janice Lee**, Managing Director, **PCCW Media Group** *With* **Patrick Fok**, Head of Strategy, APAC, **Feature Story News**	
10:40	**Coffee Break** *Venue: Ballroom Foyer, InterContinental Hong Kong*	
11:05	**Keynote Conversation: TVB'S Paths to Value Creation for TV and Digital Video** TVB, Hong Kong's broadcasting powerhouse, has been particularly innovative, redefining its conventional TV business model and reinventing itself as a brand new cross-media platform embodying linear broadcasting, online TV and social media. In this conversation, we will explore TVB's vision for the next 2-5 years, and how does it plan to scale globally to drive new sources of growth for content in both local and overseas markets. How are investment and ROI changing for the firm and the industry? Can OTT really become a good business with decent margins and ROI? **SK Cheong**, Executive Director and GM, **TVB** *With* **Divya Gopalan**, Correspondent and Anchor	
11:20	**Keynote Conversation: Diversification for Survival and Business Growth** Diversification is important for business growth. In this session, we will look at how Media Prima, one of Malaysia's leading TV networks, is looking to diversify into non-traditional revenue streams including eCommerce and digital advertising. **Datuk Kamal Khalid**, Group Managing Director, **Media Prima Berhad** *With* **Cathy Yang**, Anchor-Managing Editor, **ABS-CBN**	Discovery
11.35	**Recalibration of the Pay TV Industry** As the growth of broadband is changing the way content is packaged and	

Programme as at 23 October 2018 (subject to change)

Asia Video Summit 2018 WiFi Login:
Connect to "InterContinental"; Open Internet Browser; Select "Use Pre-paid Access Code"; Entre Passcode: "AVS18" (CASE SENSITIVE).
Interactive Q&A Login: Connect to "ask.asiavideosummit.com"

	delivered, a broad recalibration has begun for the pay TV industry in Asia. In this discussion, industry stakeholders will shed light on what pay TV renewals look like today, what are they looking for besides linear rights in deals with content owners, and what the future of their packaging strategy looks like. Panellists: **Agnes Rozario**, Co-Chief for International & Regional Content, **Astro** **Mamie Leung**, SVP Content Development, **PCCW Media Group** **Lee Soo Hui**, Head, Vice President, Content Business Unit, **StarHub** *With* **Louis Boswell**, CEO, **Asia Video Industry Association (AVIA)**	
12.15	**How is OTT Defining the Pay TV Industry** Consumers increasingly look for convenience as they want to combine linear, OTT and on-demand TV content and consume it across multiple screens, driving the implementation of IP content delivery infrastructures by operators. In this session, Stephane will discuss how Asia Pacific pay TV operators should approach new product execution, enhance user experience with personalised services and develop strategies that combine both smart content delivery and security/anti-piracy technology and services to deliver richer experiences while securing their business models. **Stephane Le Dreau**, SVP, Regional GM APAC, **NAGRA**	NAGRA KUDELSKI
12:30	**Lunch** *Venue: Harbourview Function Rooms, InterContinental Hong Kong*	
Online Video Developments in Asia		
13:30	**The Evolution of Online Video** The online video landscape continues to evolve but key questions remain – is there room for everyone; who is really driving usage and time spent; is there a satisfactory monetisation model behind that; is local content investment critical and is it sustainable? Is online video killing linear, is piracy killing online video? Major players will discuss what the next two years are going to look like and what success means for them. Panellists: **Vijay Subramaniam**, Director & Head of Content, **Amazon Prime Video** **Joe Suteestarpon**, Founder, **Doonee** **Peter Bithos**, CEO, **HOOQ** *With* **Michael Lantz**, CEO, **Accedo**	
14:10	**OTT TV - The Fight for Dollars and Attention** It is no longer a choice for media companies to offer OTT TV services. It's an expectation. Viewers want to access and enjoy content on their chosen device at anytime and anywhere. Viewers get the value exchange idea: great content for their dollars or their attention to advertising messages. The battle to attract and retain a subscriber is not one-time effort but daily one. This means	brightcove

Asia Video Summit 2018 WiFi Login:
Connect to "InterContinental"; Open Internet Browser; Select "Use Pre-paid Access Code"; Entre Passcode: "AVS18" (CASE SENSITIVE).
Interactive Q&A Login: Connect to "ask.asiavideosummit.com"

	monetising attention spans with a robust content library and an exceptional user experience. Greg will address these strategies and more on how media companies can capitalise on the OTT TV opportunity. **Greg Armshaw**, Head of Sales, Asia, **Brightcove**	
14:25	**Overview of the Online Video Market in Mainland China** Video has exploded in Mainland China in recent years and its video subscription market is booming. In this session, we will review the developments of the online video sector in this market; the emerging innovations in digital ecosystems, advertising and virtual reality; what are the video viewing preferences of the Chinese consumers. **David Ratner**, Senior Manager, **Pioneer Consulting Asia**	
14:40	**Keynote: Tencent's Playbook for Global Growth** Haohao will take us through her experience as Senior Director managing the Tencent Open Platform and Open Media Platform, as well as sharing insights on leading the global business strategy of the Tencent WeStart initiative and global content collaboration with international partners. **Xu Haohao**, Senior Director of Tencent Open Media Platform and Open Platform, **Tencent**	
15:00	**Keynote: Bridging Profitable Content Partnership Between Mainland China and Global Companies** WebTVAsia is now recognised as one of the most successful MCN companies in China with official partnership with Tencent, Alibaba's Youku-Tudou, Bytedance's Jinri Toutiao, Baidu, IQYI and NetEase. Fred Chong will share WebTVAsia's key insights and successful case studies on building profitable content partnership between leading Mainland China companies and their international counterparts. **Fred Chong**, Group CEO, **WebTVAsia**	
15:20	**Coffee Break** *Venue: Ballroom Foyer, InterContinental Hong Kong*	
15:45	**Video Distribution: Catching the Wave of Video Growth** While linear TV remains a key staple of media consumption in most countries in Asia, the need to deliver and enhance viewing experiences across multiple platforms and devices is critical. This panel of experts will discuss IP delivery vs satellite and what changing consumer behaviour means for how video is delivered and where each technology holds advantages. Panellists: **Jeff Tan**, VP of Sales, APAC, **ContentWise** **Neil Sharpe**, Director of Product Marketing, **Friend MTS** **Jimmy Kim**, Managing Director, **Globecast Asia** **Mark Seidenfeld**, Head of Android TV Partnerships, APAC, **Google**	SES beyond frontiers

Programme as at 23 October 2018 (subject to change)

Asia Video Summit 2018 WiFi Login:
Connect to "InterContinental"; Open Internet Browser; Select "Use Pre-paid Access Code"; Entre Passcode: "AVS18" (CASE SENSITIVE).
Interactive Q&A Login: Connect to "ask.asiavideosummit.com"

	Yew Weng Soo, Vice President, Sales and Market Development, Asia-Pacific, SES Video, **SES** *With* **Toby Russell**, CEO, **3Vision**	
16:25	**Digital Pioneers: How Innovation in Content Shapes Piracy Behaviour** Once the preserve of movies and MP3's, new innovative content formats, coupled with "Digital First" licensing windows, have become the catalyst for an ever diversifying piracy landscape. We take a look at current trends in content commissioning and explore the correlation with unauthorised distribution. **Robin Boldon**, Director Anti-Piracy Product Management, **MarkMonitor**	MarkMonitor
16:40	**Application of Optical Tracking & Motion Capture Technology** 3D technology has never gone through such a period of change as it is going through now, and that only looks set to accelerate. In this session, we will look at the application on Optical Tracking & Motion Capture Technology. How does this advanced technology affect people's everyday life and your business in online games, animation, sports, manufacturing, scientific research, artistic creation and amongst others. **Norman Lao**, VP, APAC, **Leyard**	
17:00	**Patron Member Panel (Part II) – Where is the Business Going?** In this closing session, we will hear different views from more key executives on where the opportunities and challenges lie for their companies, is consolidation good or bad for the industry, and does success lie from disrupting yourself. <u>Panellists</u>: **Anna Pak Burdin**, Vice President and General Manager - Southeast Asia, **Discovery Networks Asia Pacific** **Yew Weng Soo**, Vice President, Sales and Market Development, Asia-Pacific, SES Video, **SES** **Birathon Kasemsri Na Ayudhaya**, Chief Content and Media Officer, **True Corporation** **Alexandre Muller**, Managing Director, APAC, **TV5MONDE** *With* **Patrick Fok**, Head of Strategy, APAC, **Feature Story News**	true visions
17:40	**Distinguished Achievement Award 2018**	
18:00 – 20:00	**Asia Video Summit Lobby Cocktail** *Venue: Ballroom Foyer, InterContinental Hong Kong*	

Programme as at 23 October 2018 (subject to change)

Asia Video Summit 2018 WiFi Login:
Connect to "InterContinental"; Open Internet Browser; Select "Use Pre-paid Access Code"; Entre Passcode: "AVS18" (CASE SENSITIVE).
Interactive Q&A Login: Connect to "ask.asiavideosummit.com"

Plus, Plus, Plus!

10:30 – 12:30	**Themed Workshop by NAGRA** *(By invitation only. Limited seats available. Pre-registration is required)* This workshop first looks at piracy issues and innovation strategies through an overview of global & APAC industry trends, followed by an expert panel discussion with leading content owners and service providers, hosted by Media Partners Asia. It then explores key industry content protection challenges - for both pay TV service providers and content owners - and presents how NAGRA's new technology and anti-piracy solutions can help you be successful and secure your business model. *Venue: Cypress & Maple, Lobby Level, InterContinental Hong Kong*	NAGRA KUDELSKI
15:20 – 16:45	**Asia on Demand - Whitepaper Launch on the Impact of VOD by AlphaBeta** *(By invitation only. Limited seats available. Pre-registration is required)* As the entertainment landscape evolves, Video-on-Demand (VOD) is emerging as an upcoming industry that will bring a new wave of growth to the region, and open up global demand for Asian entertainment. What is the size and potential of this industry, and how can markets in Asia be part of the new global entertainment ecosystem? How should policymakers work with this industry to reap the rewards? Join in this conversation as we discuss these questions and share the findings of the latest industry whitepaper on VOD's impact on the region. *Venue: : Cherry & Peach, 2/F, InterContinental Hong Kong*	NETFLIX

Main Summit Day Two: 31 October 2018

07:00	**Registration** *Venue: Lobby/F, InterContinental Hong Kong*	
	Management Insights	
08:50	**Opening Remarks by Host** **Dominic Lau**, Television & Radio Host	
09:00	**Keynote Conversation: Telco Reinvention in the Philippines** In this session, we will take an in-depth look at one of the Philippines' largest telecom operators on how it is reinventing its business for growth; what is Globe's approach to content – today and over the next 3 years; what monestisation business models does Globe see emerging; where is competition coming from? **Nikko Acosta**, SVP, Content Business, **Globe**	

Programme as at 23 October 2018 (subject to change)

Asia Video Summit 2018 WiFi Login:
Connect to "InterContinental"; Open Internet Browser; Select "Use Pre-paid Access Code"; Entre Passcode: "AVS18" (CASE SENSITIVE).
Interactive Q&A Login: Connect to "ask.asiavideosummit.com"

	With **Virat Patel**, Managing Director, **Pioneer Consulting Asia**	
09:15	**IPTV Piracy – The New Frontier in the Fight Against Online Piracy** In March 2018, the Spanish National Police with support from Europol arrested six individuals behind a multi-jurisdictional crime ring operating an illegal TV streaming network. Multiple servers and thousands of devices were seized. In this session, Monica Martinez, Chief Inspector and Director of Intellectual Property Section, Spanish National Police, will discuss the extent of the IPTV piracy problem in Europe; what can be done to clamp down on the syndicates behind this profitable crime; and what are the lessons for us in Asia. **Monica Martinez**, Chief Inspector and Director of Intellectual Property Section, **Spanish National Police**	
09:30	**Spotlight on India: The Road Ahead** The biggest pay TV market in Asia is being disrupted by OTT. What does this mean for one of the most vibrant and creative of video markets? Large broadcasters have set up their own OTT platforms, telcos have seen 4G/ LTE develop at record speeds and the balance between subscription and advertising seems to be tilting. Key players will reveal how they are reinventing their business models to continue to be relevant and to grow. Panellists: **Romil Ramgariha**, COO, **BARC India** **Anuj Gandhi**, Group CEO, **IndiaCast** **Uday Sodhi**, Business Head - Digital, **Sony Pictures Networks India** **Harish Goyal**, CEO - Asia Pacific & Africa, **Zee International** *With* **Dr Annurag Batra**, Chairman & Editor in Chief, **BW Businessworld & Exchange4Media**	Star
10:10	**Cloud Going Mainstream: Emerging Opportunities and Challenges** Cloud continues to make transformational impact across industries and the ecosystem continues to grow with technology giants slugging it out in public cloud services market and vendors/developers increasingly developing cloud native software. This, however, has led to new challenges. This session will address why Cloud is critical to the future of the broadcast and media industry, what are the key considerations and how to adopt Cloud and manage complexities. **Sushant Sharma**, Managing Director, **Qvest Media**	QVESTMEDIA THE LEADING SYSTEMS ARCHITECT
10:25	**The Next Frontier for Tech, Content Consumption and Culture** VICE Media's expansions across APAC in 2018 has seen the global youth media company successfully released a huge variety of local premium content across long and short forms, TV, and social only. It launched full-fledged operations in several new markets, experienced rapid audience growth, announced VICE Studios APAC, and launched the creative agency VIRTUE in Singapore, South	

Asia Video Summit 2018 WiFi Login:
Connect to "InterContinental"; Open Internet Browser; Select "Use Pre-paid Access Code"; Entre Passcode: "AVS18" (CASE SENSITIVE).
Interactive Q&A Login: Connect to "ask.asiavideosummit.com"

	Korea and Australia. In this session, we will review their current state of business after almost a year of opening their Asia-Pacific HQ and learn what bets on the future the company is taking in the new era of premium content. **Hosi Simon**, CEO, Asia Pacific, **VICE Media** *With* **Uptin Saiidi***,* Multimedia Journalist, **CNBC International**	
10:40	**Coffee Break** *Venue: Ballroom Foyer, InterContinental Hong Kong*	
11:10	**Machine Learning: Powering Media Businesses** Data Visualisation, Machine Learning and Big Query have unravelled new opportunities for broadcast and video players to get deeper insights, draw efficiencies across the value chain and relook at agile business operations. The session will cover key developments and examples of how companies can benefit by leveraging new technologies. **Rohan Tiwary**, Head of Broadcast, Media & Entertainment Partnerships APAC, **Google**	Google
11:30	**Data and Targeted Advertising: The New Models of OTT TV.** With advertising revenues under pressure, TV channels see targeted advertising as a new opportunity. This presentation from Viaccess-Orca will explain the benefits of targeted advertising for TV service providers, the challenges they face in making addressable advertising a success and the importance of deploying best-of-breed solutions adapted to GDPR regulations. **Jean-Christophe Jubin**, VP Sales, APAC, **Viaccess-Orca**	viaccess·orca
11:45	**The Next Wave of Digital Video** Watching videos online is no longer a novelty: it has become a part of our daily lives, whether we're viewing short, 30-second videos on our mobile devices or even tune to our favourite shows through OTT platforms. In this session, companies will review how they are engaging consumers with fresh and relevant digital content. With rising competition in the digital markets, what does this mean for online video distribution and monetisation for these firms? What are their future roadmaps and investments to build long term businesses in the online marketplace? Panellists: **Shad Hashmi**, SVP, Digital Development Global Markets, **BBC Studios** **Tony Zameczkowski**, VP, Business Development Asia, **Netflix** **Christophe Hochart**, Founder and CEO, **OONA** **Berk Uziyel**, CEO, **SPI International** *With* **Jasper Donat**, CEO, **Branded**	

Programme as at 23 October 2018 (subject to change)

Asia Video Summit 2018 WiFi Login:
Connect to "InterContinental"; Open Internet Browser; Select "Use Pre-paid Access Code"; Entre Passcode: "AVS18" (CASE SENSITIVE).
Interactive Q&A Login: Connect to "ask.asiavideosummit.com"

12:25	**What We Learned from the 2018 World Cup: Lessons in Streaming Piracy** During the 2018 World Cup, Cisco's Operational Security unit monitored and responded to streaming piracy on behalf of multiple service providers globally. Streaming piracy was a massive issue, as reported widely in the industry. The question is what lessons can be learned and what are the takeaways? **Ted Rose**, Chief Security Analyst, **Cisco**	cisco
12:40	**Lunch** *Venue: Harbourview Function Rooms, InterContinental Hong Kong*	
New Advertising Frontiers		
13:40	**Data and Personalisation: Unlocking the Pockets of Innovation** Targeted advertising represents another key growth opportunity for media companies. Success will likely depend heavily upon gaining more insights into customers' demographics and viewing behaviour. This panel of experts will shed light on their views on the role of ratings today, how traditional ad revenue models based on linear rating are evolving, and the use of data to drive business in an OTT and on-demand era. **10-minute presentation by Dataxu** *Follow by a panel discussion:* **Sandro Catanzaro**, Chief Innovation Officer, **Dataxu** **Giacomo Catanoso**, Digital Project Director, **GfK** **Nick Burfitt**, MD APAC, **Kantar Media** **Ranjeet Laungani**, SVP, Asia Pacific, Nielsen Marketing Cloud, **Nielsen** *With* **Michael Rogers**, Executive Director Research, Asia Pacific, **Sony Pictures Television**	dataxu
14:30	**Rethinking Definitions and Approaches to Video Advertising** Changing consumer behaviour and advances in content delivery have resulted in a new media landscape. Fragmentation of viewership has altered the value proposition of advertising. Advertising experts will review how the landscape for FTA, pay TV, linear and on demand are changing. Are pay TV ad sales still relevant or are they being eclipsed? How do marketers spend their TV ad money? Panellists: **Mike Rich**, EVP, Advertising Sales & Content Partnerships, Asia Pacific & the Middle East, **FOX Networks Group** **Gavin Buxton**, MD, **SpotX** **Akash Banerji**, Head, Marketing & Partnerships, VOOT, **Viacom18 Digital Ventures** *With* **Michael Greco**, VP APAC, **Vindicia**	vindicia The Subscription People An Amdocs Company

Programme as at 23 October 2018 (subject to change)

Asia Video Summit 2018 WiFi Login:
Connect to "InterContinental"; Open Internet Browser; Select "Use Pre-paid Access Code"; Entre Passcode: "AVS18" (CASE SENSITIVE).
Interactive Q&A Login: Connect to "ask.asiavideosummit.com"

15:10	**The Importance and Power of Addressable Television** Addressable television has transformed the advertising industry as marketers are now able to show their messages only to their target audiences, eliminating wasted reach while verifying and optimizing results. Numerous case studies prove addressability makes television work harder on behalf of advertisers, with over 92 percent moving from testing to an ongoing inclusion in media budgets. In this session, Dave will share the trends of consumer behavior; how does addressable TV works; and how can distributors and programmers enjoy significant increase in the value of their advertising inventory. **Dave Downey**, CEO, **INVIDI**	INVIDI
15:25	**Coffee Break** *Venue: Ballroom Foyer, InterContinental Hong Kong*	
Sports and eSports Businesses		
15:45	**Sports Media Rights: Pricing, Power and Competition** Broadcast and media rights in sport are now more complicated than ever before. Big tech firms are all eyeing rights for sports leagues or have already started snapping them up. We explore the complexity and cost of buying rights: is it sustainable? How commercially viable is it for ad-funded broadcasters now? How are revenue strategies adapting to recoup these high fees? Panellists: **Mike Kerr**, Managing Director, Asia, **beIN Asia Pacific** **Joyee Biswas**, Head of Sports Partnership APAC, **Facebook** **Anurag Dahiya**, Head of Content & Ad Sales, **Singtel** *With* **James Miner**, CEO, **MinerLabs & Video Assure**	
16:25	**Can eSports be another Potential Revenue Stream?** The idea that millions of viewers would tune in to watch other people play computer games would once have seemed ridiculous. But eSports today is exploding, and everyone wants a piece of the action. This panel of experts will review where the industry is going; is this something that can work long term over linear and OTT; are the increasing cost of rights sustainable and how does it really compare to the real-world sports markets. Panellists: **CK Lee**, VP, Chief of Sports, **Astro** **Raiford Cockfield**, CEO and Co-Founder, **BITREP.me** **Derek Cheung**, CEO, **Hong Kong Esports Limited** **Anna Lockwood**, Head of Market Development, **Telstra** *With* **Unmish Parthasarathi**, Co-Founder & Director, **Picture Board**	
17:05	**Keynote Conversation**	

Programme as at 23 October 2018 (subject to change)

Asia Video Summit 2018 WiFi Login:
Connect to "InterContinental"; Open Internet Browser; Select "Use Pre-paid Access Code"; Entre Passcode: "AVS18" (CASE SENSITIVE).
Interactive Q&A Login: Connect to "ask.asiavideosummit.com"

17:20	**Closing Conversation** A summary of everything we have heard and an independent perspective of what to look out for and expect over the next 12 months in the increasingly vibrant and exciting video industry in Asia. **Janine Stein**, Managing Editor, **ContentAsia** *With* **Louis Boswell**, CEO, **Asia Video Industry Association (AVIA)**	
18:00 – 19:30	**Asia Video Summit Lobby Cocktail** *Venue: Ballroom Foyer, InterContinental Hong Kong*	
19:30 – 21:00	**AVIA Launch Party** *Venue: Ballroom, InterContinental Hong Kong*	TV5MONDE

Plus, Plus, Plus!

09:00 – 11:00	**Copyright Enforcement in the Digital Age** *(By invitation only. Limited seats available. Pre-registration is required)* The workshop aims at initiating a discussion on the issue of copyright protection over digital platforms, and will provide attendees with an overview of Google's approach to copyright and its tools and processes, and how the ecosystem should work together as we move the fight against piracy to the next level. *Venue: Poplar & Willow, 2/F, InterContinental Hong Kong*	Google
15:25 – 17:15	**ContentWise-powered Recommendations: SK Broadband Shares their Successful Case Studies** *(By invitation only. Limited seats available. Pre-registration is required)* SK Broadband, the leading broadband and multimedia entertainment provider in Korea selected ContentWise, the TV UX automation, personalisation, analytics and metadata experts, to deliver 4.6 million different homepages to each of their 4.6 million customers of B tv. In this workshop you will learn: •How ContentWise drives B tv UX •B tv example and use cases •Results overview *Venue: Poplar & Willow, 2/F, InterContinental Hong Kong*	contentwise

Scroll down to view AVIA special half day 5G seminar on 1 Nov

**** Separate delegate registration is required for this track***

Programme as at 23 October 2018 (subject to change)

Asia Video Summit 2018 WiFi Login:
Connect to "InterContinental"; Open Internet Browser; Select "Use Pre-paid Access Code"; Entre Passcode: "AVS18" (CASE SENSITIVE).
Interactive Q&A Login: Connect to "ask.asiavideosummit.com"

Please email adela@asiavia.org for sponsorship opportunities

Lead Sponsor:

CREATEHK

Official LED TV Wall Partner:

LEYARD
PLANAR

Sponsors:

21CF
accedo Transforming The Video Experience
APSTAR by APT Satellite
AsiaSat
BBC STUDIOS
brightcove
CISCO
contentwise
Discovery
dataxu
FOX NETWORKS GROUP
FRANCE 24
Friend MTS
Google
InvestHK
INVIDI

Programme as at 23 October 2018 (subject to change)

Asia Video Summit 2018 WiFi Login:
Connect to "InterContinental"; Open Internet Browser; Select "Use Pre-paid Access Code"; Entre Passcode: "AVS18" (CASE SENSITIVE).
Interactive Q&A Login: Connect to "ask.asiavideosummit.com"

MarkMonitor · measat UHD Asia's Preferred Partner · NAGRA KUDELSKI · NETFLIX

QVESTMEDIA THE LEADING SYSTEMS ARCHITECT · SES beyond frontiers · SPI INTERNATIONAL · SPOTX

Star · Tencent 腾讯 · true visions · turner

TV5MONDE · viaccess·orca · vindicia The Subscription People An Amdocs Company · viu

WARNERMEDIA · WEBTVASIA

Media Partners:

ADVANCED TELEVISION · BROADCAST & CABLESAT · campaign · C+T content + technology

disruptive.asia · FLICK online movie magazine www.flickmagazine.net · MPA MEDIA PARTNERS ASIA · SATELLITE & Cable TV

SATELLITE Evolution Group · TBI Television Business International · telecomasia · teletimes INTERNATIONAL

World Screen

Supporting Organisations:

APSCC Asia-Pacific Satellite Communications Council · BIF Broadband India Forum · ESOA EMEA SATELLITE OPERATORS ASSOCIATION · VF Satellite. Solutions. The World.

Programme as at 23 October 2018 (subject to change)

Asia Video Summit 2018 WiFi Login:
Connect to "InterContinental"; Open Internet Browser; Select "Use Pre-paid Access Code"; Entre Passcode: "AVS18" (CASE SENSITIVE).
Interactive Q&A Login: Connect to "ask.asiavideosummit.com"

Marketing Partners:

Disclaimer: Create Hong Kong of the Government of the Hong Kong Special Administrative Region provides funding support to the project only, and does not otherwise take part in the project. Any opinions, findings, conclusions or recommendations expressed in these materials/events (or by members of the project team) are those of the project organisers only and do not reflect the views of the Government of the Hong Kong Special Administrative Region, the Communications and Creative Industries Branch of the Commerce and Economic Development Bureau, Create Hong Kong, the CreateSmart Initiative Secretariat or the CreateSmart Initiative Vetting Committee.

SPECIAL HALF DAY SEMINAR ON 5G

Separate delegate registration is required for this track

Sponsor:

5G Knowledge Partner:

Time	01 November 2018	
10:00	**Registration and Coffee & Tea at Sheraton Hong Kong Hotel and Towers** *Venue: Sung Room, 4/F, Sheraton Hong Kong Hotel and Towers*	
	What is 5G and Are We Ready For It?	
10:15	**Welcome Address** **John Tanner**, Editor-in-Chief, **Disruptive.Asia**	
10:20	**Video Over 5G** In this opening presentation, the speaker will share insights and findings on how the future of 5G developments will impact the video industry, what are some of the new business models and new revenue opportunities, and what kind of new services can 5G take the video industry to the next level? **Virat Patel**, Managing Director, **Pioneer Consulting Asia**	
10:40	**Is 5G a Solution or Diversion for the Video Industry?** TV and video delivery is likely to become a core capability of NextGen 5G wireless services. Video industry experts will debate on whether the industry really needs 5G and whether 5G is a solution for the video business. If yes, when will the full scale of deployment be and where? Will it be real 5G? What about cyber security and content?	

Programme as at 23 October 2018 (subject to change)

Asia Video Summit 2018 WiFi Login:
Connect to "InterContinental"; Open Internet Browser; Select "Use Pre-paid Access Code"; Entre Passcode: "AVS18" (CASE SENSITIVE).
Interactive Q&A Login: Connect to "ask.asiavideosummit.com"

	Panellists: **Shad Hashmi**, SVP, Digital Development Global Markets, **BBC Studios** **Thierry Fautier,** Vice President, Video Strategy, **Harmonic** **John Huddle**, Director, Market Development, Asia-Pacific, SES Video, **SES** *With* **John Medeiros**, Chief Policy Officer, **Asia Video Industry Association (AVIA)**	
11:20	**Market Overview: 5G Development Roadmap** In this session, the presenter will share his research findings on the 5G development roadmap and major APAC telecom players' current strategies; what are the new revenue opportunities under 5G for telecom operators; and 5G spectrum allocation and capital expenditures with implications on telecom operators' financial metrics and credit quality. **JunHong Park**, Director Lead Analyst, Korea Corporate Ratings & Asia Pacific Corporate Ratings, **S&P Global Ratings**	
11:40	**5G Possibilities: The Operators' Perspectives** Expectations for 5G are sky-high, offering mobile operators new opportunities for revenue. Yet the path to full 5G adoption is complicated and still evolving. In this panel discussion with key operators, we will hear their perspectives on what exactly is 5G, what is the consumer demand, and what are the business models to support it, 5G and LTE: How can this be an opportunity for OTT services, and what are their views on pricing models and competitions? Panellists: **Jil Bausa-Go**, VP for Content Portfolio & Partner Management, **Globe** **Carlson Chu,** Senior Vice President of Technology Strategy and Development, **PCCW-HKT** *With* **Aravind Vengopal**, Vice President, **Media Partners Asia (MPA)**	
12:10	**Lunch** *Venue: Sung Room, 4/F, Sheraton Hong Kong Hotel and Towers*	
13:10	**The Roles of Satellite in Delivering 5G for Video Delivery** Satellite communications will be an essential part of the 5G infrastructure. We will discuss about spectrum and frequency – what is the best way forward to deliver 5G; What is the value of C band spectrum and does it make sense to keep it for longer term to generate even more profits; How will be the new 5G services compare with 4G that the latter doesn't have; How will 5G be rolled out: mainly in cities or rural areas or both? And how does that have an impact on video applications especially in households? Panellists: **Huang Baozhong**, Executive Vice President, **APT Satellite** **Fred Vong**, Vice President of Engineering, **AsiaSat** **Gregg Daffner**, CEO, **Gapsat**	

Programme as at 23 October 2018 (subject to change)

Asia Video Summit 2018 WiFi Login:
Connect to "InterContinental"; Open Internet Browser; Select "Use Pre-paid Access Code"; Entre Passcode: "AVS18" (CASE SENSITIVE).
Interactive Q&A Login: Connect to "ask.asiavideosummit.com"

	With **Kevin French**, Publisher, **talk Satellite**	
13:50	**5G Needs Vertical Strategy** Network slicing is the embodiment of the concept of running multiple logical networks as virtually independent business operates on a common physical infrastructure in an efficient and economical way. In this session, we will review the different customizable network capabilities including data speed, quality, latency, reliability, security, and services; and how these capabilities will allow 5G network to adapt to the external environment for different users over a single physical infrastructure. **Carlson Chu,** Senior Vice President of Technology Strategy and Development, **PCCW-HKT**	
14:10	**How will 5G Shape the Future of TV and Online Video Streaming** In this closing session, the speaker will shed light on case studies involving 5G – especially for the media sector; the 5G trials at the Winter Olympics – how does that shape the future of TV broadcast; what is the new structure to build a 5G business case if 4G at a certain point will not be able to cope with the massive growth in video data. **Arun Bhikshesvaran**, Chief Marketing Officer, **MediaKind (formerly Ericsson Media Solutions)**	
14:30 – 15:00	**Coffee Break** *Venue: Sung Room, 4/F, Sheraton Hong Kong Hotel and Towers*	
15:00 – 17:00	**AVIA Annual General Meeting *(For Voting Members Only)*** *Venue: Tang Room, 3/F, Sheraton Hong Kong Hotel and Towers*	

Programme as at 23 October 2018 (subject to change)

Asia Video Summit 2018 WiFi Login:
Connect to "InterContinental"; Open Internet Browser; Select "Use Pre-paid Access Code"; Entre Passcode: "AVS18" (CASE SENSITIVE).
Interactive Q&A Login: Connect to "ask.asiavideosummit.com"