


FINAL PROGRAMME


8:30am	<p>Registration Venue: Foyer, Marriott Hotel Manila Ballroom A, 1/F</p>	
9:15am	<p>Introductory Remarks Christopher Slaughter, CEO, CASBAA</p>	
9:20am	<p>Market Overview - Philippines A first look at the newly commissioned CASBAA Philippines in View with apparent trends in the Philippines for telcos pay-TV Operators and content providers. Virat Patel, MD, Pioneer Consulting Asia</p>	
9:45am	<p>In Conversation Carlo Katigbak, President & CEO, ABS-CBN Corporation With Christopher Slaughter, CEO, CASBAA</p>	
10:20am	<p>Broadband and Mobile Video Large parts of the Philippines will be “mobile first” for broadband connectivity.....how will this affect the media business? Do telcos have ambitions for developing media content offerings? And what about the bandwidth? Nikko Acosta, Senior Vice President, Content Business Group, Globe Telecom With Virat Patel, MD, Pioneer Consulting Asia</p>	
10:45am	<p>Building an OTT Subscriber Acquisition Strategy You have launched your OTT service and are looking for ways to acquire more subscribers. Vindicia will share various acquisition strategies being deployed by some of the leading brands (BBC, NASCAR, NBA, NFL, Telstra). Equally important is after you have acquired those customers is how you keep them longer or in other words how you increase the Customer Lifetime (CLT). Vindicia will provide examples of how to acquire customers, keep them longer, and increase revenue. Michael Greco, Vice President, APAC, Vindicia</p>	
11:00am	<p>Coffee Break Venue: Foyer, Marriott Hotel Manila Ballroom A, 1/F</p>	



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<p>11:30am</p>	<p>OTT The broadcast industry is facing a sea change as new technology impacts viewership habits. Should the pay-TV industry in the Philippines be concerned about OTT TV? How can pay-TV transform and what can operators do if they aim to win in the OTT era.</p> <p>Sheila Paul, Head of Marketing, HOOQ Sherwin dela Cruz, Country Manager, iflix Jerome Almirante, VP, Converged Products and Digital Division, SKY Cable Jacky Lai, Assistant Vice President, Business Development, PCCW OTT – Viu</p> <p>With Mark Lay, Vice President, Singapore, CASBAA</p>	
<p>12:15pm</p>	<p>Launch and monetize linear TV and OTT channels using cloud Using advanced cloud technologies, TV networks and OTT platforms can now spin off new channels on the cloud, in a scalable, cost-effective, and secure manner. Learn how new channels can be launched, regionalized, and further monetized through targeted advertising, be it traditional TV or OTT.</p> <p>Srividhya Srinivasan, Co-founder & CTO, Amagi</p>	
<p>12:25pm</p>	<p>Lunch Venue: Marriott Hotel Manila Garden Room 2&3</p>	
<p>1:30pm</p>	<p>Satellite Horizons The satellite industry plays a vital role in the video broadcast ecosystem. Is there a role for satellite in building the Philippines’ national broadband infrastructure? How can broadcasters benefit from the latest technology advances?</p> <p>Thomas Choi, CEO, ABS Andrew Jordan, President & CEO, AsiaSat Huang Baozhong, EVP, APT Satellite Deepak Mathur, Executive Vice President, Global Sales, SES Video</p> <p>With Christopher Slaughter, CEO, CASBAA</p>	



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2:10pm	<p>Pay-TV Content for the Philippines Philippines pay-TV systems are carrying more and more content that is aggregated for and targeted at Filipino audiences. What's the outlook for content creation and aggregation? What kinds of content will be winners in the next five years? And how long will linear channel line-ups remain the main mode of content delivery?</p> <p>Myleeta Aga, SVP and GM South & South East Asia, BBC Worldwide Guido Zaballero, Head of Marketing, Signal Katrina Holigores, Director of Programming & Local Production, Fox Networks Group Leslie Lee, Executive Director, Multiplatform Content Services, Media Networks, The Walt Disney Company (Southeast Asia)</p> <p>With Mark Lay, Vice President, Singapore, CASBAA</p>	
2:50pm	<p>Piracy and Signal Theft</p> <p>Introduction John Medeiros, Chief Policy Officer, CASBAA</p> <p>Felipe B. Bince III, Chief Operating Officer, Asian Vision Cable Holdings, Inc. Timothy L. Bautista, VP & COO, Cable Boss Erwin Galang, Head of Industry and Regulatory Relations, Signal</p> <p>With John Medeiros, Chief Policy Officer, CASBAA</p>	
3:25pm	<p>Coffee Break Venue: Foyer, Marriott Hotel Manila Ballroom A, 1/F</p>	
3:45pm	<p>Looking to the Future Revenue: Advertising Viewing & Measurement With more precise data coming to market, should traditional TV channels be worried? Can broadcast media and advertisers keep pace with the technological changes and advances in TV and online consumption? What lies ahead for the industry in a market that has its own unique peculiarities.</p> <p>Nick Burfitt, Managing Director, APAC, Kantar Media Stuart Jamieson, MD, SEA Emerging Market Cluster, Nielsen</p> <p>With Memo Moreno, Principle Partner, Mindshare</p>	
4:15pm	<p>Pay TV Operators</p> <p>Jane Jimenez-Basas, President and CEO, Signal Philip J. Chien, President & CEO, GSAT Antonio "March" Ventosa, President & COO, SKY Cable</p> <p>With Virat Patel, MD, Pioneer Consulting Asia</p>	



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4:55pm	Closing Remarks Christopher Slaughter, CEO, CASBAA	
5:00pm-8:00pm	Networking Drinks Venue: Marriott Hotel Manila Garden Room 3	

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