


FINAL PROGRAMME

8:30am	Registration	
9:15am	Introductory Remarks Christopher Slaughter, CEO, CASBAA	
9:30am	Opening Address Nicole, T. I. Chan, Chairperson, National Communications Commission (NCC), Taiwan, ROC	
9:40am	In Conversation The broadcast industry is facing a sea change as new technology impacts viewership habits. Should the pay-TV industry in Taiwan be concerned about OTT TV? How can pay-TV transform and what can operators do if they aim to win in the OTT era. Yi-Ning Katherine Chen, Commissioner, National Communications Commission (NCC), Taiwan, ROC with Christopher Slaughter, CEO, CASBAA	
10:10am	Market Overview - Taiwan A first look at the newly commissioned CASBAA Taiwan in View with apparent trends in the Taiwan for telcos pay-TV Operators and content providers. Jessica Yuntsai Chou, Deputy Director, 21st Century Foundation	
10:30am	Academia Panel How is convergence affecting traditional Cable TV vs new media platforms? Is it time for new policy guidelines for broadcasters or can regulations ever catch up with the fast pace of new technology as consumers evolve ever-more sophisticated consumption behavior? Herng Su, Former National Communications Commission Chairwoman & Professor, National Chengchi University Yu-li Liu, Dean of Office of Research and Development, National Chengchi University; President, Taiwan Communications Society Moderator John Medeiros, Chief Policy Officer, CASBAA	
11:00am	Coffee Break	

11:30am	<p>Moving Beyond Multiscreen and OTT Is OTT growth putting pressure on traditional business models? Is OTT the next step in pay-TV development? What of mobile?</p> <p>Overview Aravind Venugopal, Vice President, Media Partners Asia</p> <p>Magdalena Lin, Executive Vice President, friDay (Far EasTone Telecommunications Co., Ltd.) Ming Young, Senior Vice President, Beijing IQIYI Science & Technology Co., Ltd; General Manager, IQIYI Taiwan Dennis Yang, Chief Content & Business Officer, KKV Vivian Chang, Company Spokesman & Senior Vice President, Sanlih E-Television co.,Ltd. (Vidol)</p> <p>Moderator Aravind Venugopal, Vice President, Media Partners Asia</p>	
12:30pm	<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.</p> <p>Michael Greco, Vice President, APAC, Vindicia</p>	 <p>vindicia Build Subscription Revenue</p>
12:40pm	<p>In Conversation - The Legal Challenge Presentation followed by Q&A</p> <p>YK Eric Chiang, Professor, Chung Yuan Christian University</p> <p>Moderator Shin-yi Peng, Former National Communications Commission Commissioner & Professor, National Tsing Hua University</p>	
1:10pm	<p>Lunch</p>	

2:00pm	<p>The Digital Economy & Piracy As consumers become more savvy and technology is easier to access it becomes paramount that IP is protected. Is more regulation the answer or should there be a more flexible approach to encourage the growth of the digital economy?</p> <p>Jonathan Cheng-Wu Chu, Taiwan Consultant, Motion Picture Association Kevin Lin, Chief Legal Officer, Taiwan Broadband Communications</p> <p>Moderator Yuh-Ying Chang, Deputy Director General, Intellectual Property Office</p>	
2:45pm	<p>Creating Value from the TV Technology Landscape As the Television business moves from simple zappers to connected devices we can now deliver, to the consumer, a huge portfolio of use-cases and features. 4K Ultra-HD is the latest that is rolling out across the world. The presentation will explore what is available, what you should be considering and where the market is heading.</p> <p>Toshiba Cheng, Country Manager Taiwan, Nagra</p>	
3:00pm	<p>Network Panel Taiwan is one of the most developed broadcast markets in Asia with arguably the highest penetration rates on the planet. What are the latest developments affecting the current state of play in Taiwan's pay-TV market and what are the new challenges? How will future development be affected? Is it time to re-examine ownership and investment restrictions?</p> <p>Henry Chang, CEO, China Network Systems Co., Ltd. Hong-Shen Steve Wang, President, Kbro Co., Ltd.</p> <p>Moderator Aravind Venugopal, Vice President, Media Partners Asia</p>	
3:45pm	<p>Securing Operator Big Data and Analytics PayTV and OTT Digital Video service providers are increasingly challenged to add value for their subscribers and compete for their viewing time. Big Data and predictive analytics regarding user behaviour, quality of experience, and content viewing patterns represents the best way to meet this challenge. Verimatrix Verspective Operator Analytics solution enables Big data collection and analytics with a completely secure architecture. The technology, data and platform can be owned by the Operator and easily utilised by best of breed analytics partners.</p> <p>Lincoln Owens, Sales Director, North Asia, ANZ, Verimatrix</p>	



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4:00pm	Coffee Break	
4:30pm	<p>Revenue Drivers - Advertising & Measurement The Taiwan broadcasting model is arguably one of the most advanced in Asia with broadcast companies living on income earned mostly through Ad revenue. Is this business model still viable? Should TV be worried? Do agencies sense any change in the landscape?</p> <p>Suzanne Chen, President, Amplifi Irene Chen, Vice President, Media, Nielsen Taiwan Elle Huang, CEO – Taiwan, OmnicomMediaGroup</p> <p>Moderator Christopher Slaughter, CEO, CASBAA</p>	
5:15pm	<p>Investing for the Future Are ownership restrictions and investment rules holding back the industry's development or serving as a necessary circuit – breaker?</p> <p>Chi-Mau Sheih, President & Director, Chunghwa Telecom Yaw-Shyang Chen, Commissioner, National Communications Commission (NCC), Taiwan, ROC Jason C.S. Ho, Commissioner, National Communications Commission (NCC), Taiwan, ROC James C. Jeng, President, Taiwan Mobile Co., Ltd</p> <p>Moderator John Medeiros, Chief Policy Officer, CASBAA</p>	
5:55pm	<p>Closing Remarks Christopher Slaughter, CEO, CASBAA</p>	
6:00pm-8:00pm	Networking Drinks	

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