



Taiwan in View 2017

Mandarin Oriental, Taipei | 22 Jun 2017
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PRELIMINARY PROGRAMME

18th May 2017

8:30am	Registration	
9:15am	Introductory Remarks Christopher Slaughter, CEO, CASBAA	
9:20am	Opening Address Nicole Chan, Chair, The National Communications Commission	
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. Katherine Chen, Commissioner, The National Communications Commission 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 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 ? Yu Li Liu, Distinguished Professor & Dean of Office of Research and Development, National Chengchi University Su Heng, former NCC Chairwoman & Professor, National Chengchi University Moderator John Medeiros, Chief Policy Officer, CASBAA	
11:00am	Tea 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>Dennis Yang, CEO, KKTV Ms. Cheng, Director, Vidol (Sanli TV) Representative iQiyi</p>	
12:15pm	To Be Announced	
12:25pm	<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>	
1:00pm	Lunch	
2:10pm	<p>Satellite Horizons The satellite industry plays a vital role in the video broadcast ecosystem. Is there still room for growth in markets and is time to revisit uplink and downlink regulation? How can broadcasters benefit from the latest technology advances?</p>	
2:40 pm	NAGRA	
2:50pm	<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>	
3:20PM	<p>In Conversation - The Legal Challenge</p> <p>Professor Eric Jiang, Chung Yuan University</p>	
4:00pm	Tea Break	



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4:30pm	<p>Revenue Drivers - Advertising & Measurement</p> <p>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>AP Lin, GroupM Int'l Irene Chen, Nielsen</p>	
5:15pm	<p>Investing for the Future</p> <p>Are ownership restrictions and investment rules holding back the industry's development or serving as a necessary circuit -breaker?</p>	
	<p>Closing Remarks</p> <p>Christopher Slaughter, CEO, CASBAA</p>	
6:00pm-8:00pm	<p>Networking Drinks</p>	

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