



## Half day Seminar Final Programme

1:30pm	<p><b>Registration</b> <i>Venue: Boardroom, Lower Lobby, The Fullerton Hotel</i></p>	
2:00pm	<p><b>Introductory Remarks</b> <b>Louis Boswell</b>, CEO, <b>casbaa</b></p>	
2:15pm	<p><b>Enforcement</b> How can the broadcast industry successfully curb piracy and enforce actions against Pirates?</p> <p><b>Matt Kurlanzik</b>, Director, Public Affairs, Asia, <b>21st Century Fox</b> <b>Kevin Plumb</b>, Director of Legal Services, <b>Premier League</b> <b>Tim Goodchild</b>, Head of Government &amp; Strategic Affairs, <b>StarHub</b></p> <p>With <b>Neil Gane</b>, GM, <b>casbaa Coalition Against Piracy</b></p>	
2:55pm	<p><b>Legal &amp; Policy Framework</b> Some markets have seen a 10 fold increase in piracy rates, despite most countries having some form of anti-piracy regulation and protection. What allows piracy in some markets whilst containing it in others? Are there changes that can be made to make Piracy more controllable?</p> <p><b>Andrew Stewart</b>, Partner, <b>Baker Mckenzie</b></p> <p>With <b>John Medeiros</b>, Chief Policy Officer, <b>casbaa</b></p>	
3:30pm	<p><b>Coffee Break</b></p>	
3:45pm	<p><b>How Technology Can Contribute in the Fight Against Piracy</b> Piracy uses all forms of technology but can technology also help defeat the threat? What is currently being done and what can be done specifically across Asia markets?</p> <p><b>Roger Harvey</b>, Regional Director, ANZ, SEA &amp; Japan, Sales Regional, <b>Irdeto</b> <b>Christophe Clement</b>, Principal Architect APAC, <b>NAGRA</b> <b>Bharat Dube</b>, CEO, <b>Strategic IP Information</b></p> <p>With <b>Aaron Herps</b>, Digital Content Protection Manager, <b>beIN Sports</b></p>	
4:20pm	<p><b>How Consumer Demand Can be Met through Legitimate Services</b> Broadcasters, Producers and Operators all have a stake in the content that they own. But what do content owners/distributors need to do to stop pirates from, quite literally, stealing their lunch?</p> <p><b>Joe Welch</b>, SVP - Public Affairs Asia, <b>21st Century Fox</b> <b>Lee Fordham</b>, Founder, <b>Synthesis</b></p> <p>With <b>Shad Hashmi</b>, Co-chair <b>casbaa</b> OTT Group &amp; VP, Digital Development Global Markets &amp; Operations, Asia, <b>BBC Worldwide</b></p>	
5:00pm	<p><b>Closing Remarks</b></p>	