





## DRAFT PROGRAMME

Wednesday 21<sup>st</sup> March

14<sup>th</sup> March, 2018

8:00am	<p><b>Registration</b></p> <p>Venue: Ballroom 1 &amp; 2, Lower Lobby, The Fullerton Hotel</p>	
	Emcee <b>Mark Lay</b>	
9:00am	<p><b>Welcome</b></p> <p><b>Louis Boswell</b>, CEO, casbaa</p>	
9:05am	<p><b>Introductory Remarks</b></p> <p><b>Radha Raman</b>, Co-chair casbaa OTT Group &amp; Marketing Director, Asia Pacific, Brightcove</p>	
9:10am	<p><b>Market Overview - Trends in Asian Viewership</b></p> <p>A look at strategies and trends emerging in the region for telcos, PayTV Operators and content providers.</p> <p><b>Aravind Venugopal</b>, VP, Media Partners Asia</p>	
9:30am	<p><b>Hello Siri, Hi Alexa...</b></p> <p>As the broadcast industry moves inexorably into the OTT space technology continues to evolve and adapt at an ever- increasing pace. In a world of multi platforms and many OTT offerings, audiences can now use voice apps to search and control what they want on any device. Is this just the beginning?</p> <p><b>Andy Webb</b>, VP, Product Strategy, <b>BBC Worldwide</b></p> <p>With <b>Shad Hashmi</b>, Co-chair casbaa OTT Group &amp; VP, Digital Development Global Markets &amp; Operations, Asia, <b>BBC Worldwide</b></p>	
10:10am	<p><b>OTT Content Strategies</b></p> <p>Should the strategy for OTT be different from other content providers? Is it more of the same or just more upon more to cater for consumers seemingly insatiable demands?</p> <p><b>Myleeta Aga</b>, SVP &amp; GM South &amp; South East Asia, <b>BBC Worldwide</b>  <b>Jonas Engwall</b>, Head of Asia, <b>iflix</b>  <b>Iskandar Samad</b>, CEO, <b>Tribe</b>  <b>Maurizio Barbieri</b>, Head of Sports Partnerships SEA, <b>Twitter</b></p> <p>With <b>Marcel Fenez</b>, President, <b>Fenez Media</b></p>	
10:50am	<p><b>Android for STBs: What Every Pay TV Operator Should Know</b></p> <p>Android TV has created a massive platform that changes the game. There are important considerations for operators to determine whether Android TV is right for them, including security concerns and measures required to protect the whole platform. What are the practical tips for operators wishing to take the next step</p> <p><b>Roger Harvey</b>, Regional Director, ANZ, SEA &amp; Japan, Sales Regional, <b>Irdeto</b></p>	



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11:00am	<b>Coffee Break</b>	
11:15am	<p><b>OTT &amp; the Telcos</b>          Telcos are firmly front and centre when it comes to video distribution, whether it be through established cable and phone lines or offering data packages for mobile video viewing. Do trends suggest that consumers are moving to telcos as an alternative delivery system? What will be the state of play in five years?</p> <p><b>Anson Tan</b>, GM - New Media, Singapore, <b>PCCW Media Limited - Viu</b>  <b>Virat Patel</b>, MD, <b>Pioneer Consulting Asia</b>  <b>Goh Seow Eng</b> MD, Home, <b>Singtel</b>  <b>Dave Ulmer</b>, Head of XL Home, Marketing &amp; Entertainment, <b>XL Axiata</b></p> <p>With <b>Shad Hashmi</b>, Co-chair <b>casbaa OTT Group</b> &amp; VP, Digital Development Global Markets &amp; Operations, Asia, <b>BBC Worldwide</b></p>	
11:50am	<p><b>OTT Regulatory Practices Across Asia</b>          On overview the latest CASBAA survey of policies and practices in the OTT space in Asian markets.</p> <p><b>John Medeiros</b>, Chief Policy Officer, <b>casbaa</b></p>	
12:05pm	<p><b>Bridging the Divide</b>          Broadcasters and network operators are all eyeing OTT with some having taken the plunge early and others still just dipping their toes in the water. How is the industry facing this challenge, and what business models are being deployed? Is there a one size fits all?</p> <p><b>Ali Hussein</b>, COO, <b>Eros Digital</b>  <b>Mark Seidenfeld</b>, Head of Android TV, <b>Google</b>  <b>Ben Loh</b>, GM, <b>tonton</b></p> <p>With <b>Chris Hampartsoumian</b>, Regional Director SEA, <b>Accedo</b></p>	
12:45pm	<p><b>OTT Content Measurement</b>          The rapid rise of SVOD services in entertainment markets has created demand from rights owners to understand the size and composition of audiences.</p> <p><b>Craig Johnson</b>, MD Media, South East Asia, Pacific &amp; India, <b>Nielsen</b></p>	
1:00pm	<b>Lunch</b>	
1:45pm	<p><b>OTT Payments, Tolerance to Ads and The Churning Points - OTT Consumer Research</b>          Brightcove has partnered with research agency, YouGov to poll consumers in Singapore and Hong Kong to dig into how consumers want to pay for OTT services (if given a choice), their tolerance to advertising and insights into what makes a subscriber churn. This is a presentation and Q&amp;A fireside chat format.</p> <p><b>Stephen Tracy</b>, MD, <b>YouGov</b></p> <p>With <b>Ben Morrell</b>, GM, <b>Brightcove</b></p>	
2:20pm	<p><b>OTT From Subscription Billing to Micro Transactions</b>          While some companies say it's all about building awareness, they still have to look at paying the bills – whether that's part of a subscriber monthly package, pay as you go or tent-pole pay per view events.</p> <p><b>Krishnan Rajagopalan</b>, Founder, <b>Laughing Elephant</b></p>	

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	<p><b>Simon Vella</b>, Head of Asia, <b>MPP Global</b> <b>Michael Greco</b>, VP, APAC, <b>Vindicia</b></p> <p>With <b>Greg Armshaw</b>, Head of Media, Asia, <b>Brightcove</b></p>	
2:50pm	<p><b>Into the OTT Space...and Beyond!</b> Companies in the OTT online video space include some left-field players as well as those with very different business models</p> <p><b>Pan Li</b>, Director, Marketing &amp; Business Development, <b>APT Satellite</b> <b>Lam Swee Kim</b>, CMO, <b>dimsum</b> <b>Anil Nihalani</b>, Head, Connected Media, <b>Mediacorp (Toggle)</b> <b>Alex Chan</b>, SVP of Product &amp; Engineering, <b>Rakuten Viki</b></p> <p>With <b>Virat Patel</b>, MD, <b>Pioneer Consulting Asia</b></p>	
3:20pm	<p><b>Betting on OTT's Future - Key Factors for Success</b> Whether you're transitioning your traditional television business or launching a brand new OTT service, you've been affected by the rapid acceleration of the OTT business over the past three years. The barriers to entry are becoming more and more conquerable, and those who keep their eye on what consumers want, stand to win big. This session offers observations and recommendations for charting the best course for your business, including the growing importance of incorporating data in the OTT business.</p> <p><b>Jean-Christophe Jubin</b>, VP Sales APAC, <b>Viaccess-Orca</b></p>	
3:30pm	<p><b>Coffee Break</b></p>	
3:45pm	<p><b>OTT &amp; Sports</b> The pace of TV Sports moving into the OTT has picked a pace. Is this blazing a trail for the rest of the industry to follow?</p> <p><b>Rohit D'silva</b>, EVP &amp; MD, <b>FOX Networks Group</b> <b>Richard North</b>, COO, <b>RugbyPass</b> <b>Carl Kirchhoff</b>, CEO, <b>SportsFix</b></p> <p>With <b>Louis Boswell</b>, CEO, <b>casbaa</b></p>	
4:15pm	<p><b>The Big Data Differentiator, Can You Manage It?</b> At a time when data continues to help shape the OTT ecosystem, what are the fundamental requirements to being a data driven business? What kind of data matters and how best to use it?</p> <p><b>Andrew Stevens</b>, CTO, <b>Sakura Sky</b> <b>Rajneel Kumar</b>, SVP - Head Products &amp; Technology, <b>Viacom18</b> <b>Nikhil Naik</b>, VP, Corp Dev &amp; Growth Partnerships, <b>Viu</b></p> <p>With <b>Will James</b>, VP Business Development APAC, <b>Massive</b></p>	
4:50pm	<p><b>Closing Remarks</b></p> <p><b>Shad Hashmi</b>, Co-chair <b>casbaa OTT Group</b> &amp; VP, Digital Development Global Markets &amp; Operations, Asia, <b>BBC Worldwide</b></p> <p>With <b>Alexandre Muller</b>, <b>casbaa</b> Board Member Responsible for OTT &amp; Managing Director, Asia Pacific, <b>TV5Monde</b></p>	



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5:00pm onwards	<p><b>The CASBAA OTT Roof Top Party</b></p> <p><i>Venue: Lighthouse, The Lighthouse Restaurant &amp; Rooftop Bar, 8th Floor, The Fullerton Hotel</i></p> <p>OTT Roof Top Party Presenting Sponsor:</p> <p><b>TV5MONDE</b></p>	
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