



## Preliminary Programme

Time	Conference Day – 5 September 2018	
8:00	<b>Registration and coffee</b> <i>Venue: Conference Hall Foyer, 2nd Floor, East Wing, Rex Hotel</i>	
9:00	<b>Conference opening remarks</b>	
9:10	<b>Opening address by Guest of Honour</b>	
9:30	<b>Market overview: The current state of video in Vietnam</b>  <b>Vu Tu Thanh</b> , Deputy Regional Managing Director & Representative, <b>US-ASEAN Business Council</b>	
10:00	<b>Visions for the next 3 years</b> <ul style="list-style-type: none"> <li>• New investment strategies on how companies are upping the game - business models and technology</li> <li>• Current pricing models – is there a way forward to ensure the long-term sustainability of the market?</li> <li>• Partnerships as part of growth strategies</li> <li>• Approaches against video piracy</li> <li>• OTT vs linear, different businesses or combinable?</li> </ul> <p><b>Ngo Bich Hanh</b>, Vice President, <b>BHD</b> <b>Alexandre Muller</b>, Managing Director, APAC, <b>TV5Monde</b> <b>Hoang Ngoc Huan</b>, Chairman, <b>VTVcab</b></p> <p><i>With Vu Tu Thanh</i>, Deputy Regional Managing Director &amp; Representative, <b>US-ASEAN Business Council</b></p>	
10:40	<b>Morning networking coffee break</b> <i>Venue: Conference Hall Foyer, 2nd Floor, East Wing, Rex Hotel</i>	
11:10	<b>Panel: Changing of business strategies for the pay TV market</b> <ul style="list-style-type: none"> <li>• What do pay TV renewals look like today in Vietnam?</li> <li>• With the past slashing of subscription fees, how are operators planning to revive/revise fees to boost revenue?</li> <li>• Regulators encourage more competition but also encourage operators to move away from the “race to the bottom” on pricing: Is this compatible with the interest of the operator and the consumer?</li> <li>• Recent local partnerships between pay TV operators – how is it working out?</li> </ul> <p><b>Myleeta Aga</b>, SVP and GM South &amp; South East Asia, <b>BBC Studios</b> <b>Nguyen Quoc Huy</b>, General Director, <b>HTV-TMS</b> <b>Bui Huy Nam</b>, General Director, <b>VTVcab</b></p> <p><i>With Tran Thi Thanh Mai</i>, CEO, Vietnam &amp; Cambodia, <b>Kantar Media</b></p>	



11:50	<p><b>Presentation by Vindicia</b></p> <p><b>Michael Greco, VP, APAC, Vindicia</b></p>	
12:10	<p><b>Panel: Fighting piracy</b></p> <ul style="list-style-type: none"> <li>• What are some of the piracy enforcement measures that have been implemented?</li> <li>• Are there changes that can be made to make piracy more controllable?</li> <li>• Let's look at the different forms of piracy from P2P networks to streaming and IPTV devices</li> </ul> <p><b>Matthew Kurlanzik, Director, Government Relations, Asia, 21st Century Fox</b>  <b>Ngo Bich Hanh, Vice President, BHD</b>  <b>Ha Minh, Head of Inspection Department, VTV</b></p> <p><i>With Neil Gane, General Manager, Coalition Against Piracy (CAP), AVIA</i></p>	
12:50	<p><b>Networking lunch</b>  <i>Venue: Camellia Room, 2nd Floor, East Wing, Rex Hotel</i></p>	
14:00	<p><b>Presentation by Viaccess-Orca</b></p> <p><b>Jean-Christophe Jubin, VP Sales, APAC, Viaccess-Orca</b></p>	
14:20	<p><b>Keynote conversation</b></p>	
14:40	<p><b>Enhancing Viewing Experience in the Living Room</b></p> <ul style="list-style-type: none"> <li>• The importance of enhancing consumers entertainment experiences in the living room – how are you doing that?</li> <li>• How are you working with key partners in the region to create spectacular entertainment experiences?</li> <li>• Dolby and its end to end solution from content creation to playback</li> </ul> <p><b>Ashim Mathur, Senior Regional Director - Marketing, Emerging Markets, Dolby Laboratories</b></p>	
15:00	<p><b>Afternoon networking coffee break</b>  <i>Venue: Conference Hall Foyer, 2nd Floor, East Wing, Rex Hotel</i></p>	
15:30	<p><b>Quick overview of the OTT landscape in Vietnam</b></p> <p><b>Tran Thu Trang, Digital Service Director, FPT Telecom</b></p>	
15:50	<p><b>Panel: OTT development in Vietnam</b></p> <ul style="list-style-type: none"> <li>• How is the OTT market developing in Vietnam?</li> <li>• Some existing players are already offering add-on services whilst others are offering stand-alone services: Will the drive for OTT subscribers cannibalise</li> </ul>	



	<p>existing revenue? It is sustainable to have a standalone OTT service?</p> <ul style="list-style-type: none"> <li>• OTT distribution</li> <li>• Curated content models</li> <li>• Dealing with video piracy – what needs to be done?</li> <li>• How is local content production faring in Vietnam?</li> <li>• Are private companies playing a large enough role?</li> </ul> <p><b>Tran Thu Trang</b>, Digital Service Director, <b>FPT Telecom</b>  <b>Nguyen Quoc Huy</b>, General Director, <b>HTV-TMS</b>  <b>Esther Nguyen</b>, Founder and CEO, <b>POPS Worldwide</b>  <b>Nguyen Anh Nhung Tong</b>, Chairman, <b>Yeah1 Network</b></p> <p><i>With Louis Boswell, CEO, AVIA</i></p>	
16:40	<b>Closing remarks</b>	
17:00 -19:00	<b>Vietnam in View cocktail party</b> <i>Venue: Camellia Room, 2nd Floor, East Wing, Rex Hotel</i>	

Presenting Sponsor:

**TV5MONDE**

In association with:



Sponsors:

