




Preliminary Programme

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



11:50	Presentation by Vindicia Michael Greco, VP, APAC, Vindicia	 <small>Build Subscription Revenue</small>
12:10	Panel: The need to curb piracy <ul style="list-style-type: none"> • What are some of the piracy enforcement measures that have been implemented? • Are there changes that can be made to make piracy more controllable? • Let's look at the different forms of piracy from P2P networks to streaming and IPTV devices Matthew Kurlanzik, Director, Government Relations, Asia, 21st Century Fox Ngo Bich Hanh, Vice President, BHD Ha Minh, Head of Inspection Department, VTV <i>With Neil Gane, General Manager, Coalition Against Piracy (CAP), Casbaa</i>	
12:50	Networking lunch <i>Venue: Camellia Room, 2nd Floor, East Wing, Rex Hotel</i>	
14:00	Keynote conversation	
14:20	Programmatic platform – Monetising OTT and sink Vietnam's pirates <ul style="list-style-type: none"> • What is programmatic and how does it work? • How does programmatic puts a company in a prime position to tap audiences in the video-on-demand and low-power TV space? • The need to invest into this technology • How can programmatic help to curb piracy? • Company's case study on adopting this technology so far 	
14:40	Presentation by Viaccess-Orca Jean-Christophe Jubin, VP Sales, APAC, Viaccess-Orca	
15:00	Afternoon networking coffee break <i>Venue: Conference Hall Foyer, 2nd Floor, East Wing, Rex Hotel</i>	
15:30	Quick overview of the OTT landscape in Vietnam Tran Thu Trang, Digital Service Director, FPT Telecom	



15:50	<p>Panel: OTT development in Vietnam</p> <ul style="list-style-type: none"> • How is the OTT market developing in Vietnam? • Some existing players are already offering add-on services whilst others are offering stand-alone services: Will the drive for OTT subscribers cannibalize existing revenue? It is sustainable to have a standalone OTT service? • OTT distribution • Curated content models • Dealing with video piracy – what needs to be done? • How is local content production faring in Vietnam? • Are private companies playing a large enough role? <p>Nguyen Anh Nhung Tong, Chairman, Yeah1 Network Tran Thu Trang, Digital Service Director, FPT Telecom</p>	
16:40	Closing remarks	
17:00 -19:00	<p>Vietnam in View cocktail party</p> <p><i>Venue: Camellia Room, 2nd Floor, East Wing, Rex Hotel</i></p>	

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