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BY MEDIA PARTNERS ASIA

October 24-26, 2018
JW Marriott, Phuket

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AGENDA

October 24 | Day 0

18:00 – 20:00 **Welcome Reception, Ninja Taste, JW Marriott Phuket**

Host **AXIATA
DIGITAL**

October 25 | Day 1

07:45 – 08:30 **Breakfast and Registration, Ballroom Foyer, JW Marriott Phuket**

08:50 – 08:55 **INTRODUCTION**

Vivek Couto, Executive Director & Co-Founder, **Media Partners Asia**

08:55 – 09:10 **THE NEW LEVERS OF GROWTH AND VALUE**

The worlds of media and telecoms are entering a period of transition and convergence, heightening technology's power to provide challengers and incumbents alike with a competitive edge. We evaluate the pace and direction of change, as well as the potential for new services, partnerships and distribution models.

Opening Address

Aravind Venugopal, Vice President, **Media Partners Asia**

09:10 – 09:40 **GLOBE: A LONG-TERM VISION IN THE PHILIPPINES**

A forward-looking blend of strategic partnerships and investments has driven Globe to pole position in the Philippines' mobile market. What lies ahead as Globe seeks to maintain its lead while venturing into an emerging but transformational market for digital services, where online giants and nimble startups are also looking to play?

Summit Keynote

Ernest Cu, President & CEO, **Globe Telecom**

09:40 – 10:10 **IQIYI: INNOVATION IN CHINA**

After an eight-year journey, iQiyi is leading online video in the world's biggest internet market, China, where future business models are being forged for a mobile-first world. How has iQiyi's technology roadmap evolved over time and what does the future hold, as technological breakthroughs help optimize the consumer experience and drive monetization?

Presentation and Q&A

Wenfeng Liu, CTO, **iQiyi**

10:10 – 10:30

EMTEK: INNOVATION IN INDONESIA

Indonesian media major Emtek has been cultivating a portfolio of digital services – from ecommerce, messaging and payments to video and online publishing – in response to shifts in the distribution landscape. What choices lie ahead as the company invests and finds partners to scale up new business lines in Southeast Asia's largest digital economy?

In Conversation

Avin Sariaatmadja, President Director, **Emtek**

10:30 – 10:50

Tea & Coffee

10:50 – 11:10

NETFLIX: FUTURE EVOLUTION & CUSTOMIZATION

Product evolution and customization are key for Netflix as it prepares to further scale across an increasingly varied mix of broadband and business environments worldwide. What have been the learnings to date, how have these led to subsequent improvements and how has subscriber acquisition, retention and consumption changed as a result?

In Conversation

Ajay Arora, Director, Product Innovation, **Netflix**

11:10 – 11:30

CATCHA GROUP: INVESTMENT HORIZONS FOR OTT

Catcha Group, one of Asia's most prominent online investors and incubators, is testing out new models for internet TV through its regional online video play, iflix. How is the growth and value equation changing for Catcha as new models for advertising and subscription take shape in Asia, and what is the investment case for online video in 2018?

In Conversation

Patrick Grove, Co-Founder & Group CEO, **Catcha Group** and Chairman, **iflix**

11:30 – 12:15

THE NEXT VALUE CREATION STORY

As investors and strategic companies look to raise new funds and deploy existing capital, where's the sweet spot across games, tech, telecoms, commerce and more? What is the new outlook for risk and reward, and how does that balance vary across sectors and by investor?

Panel Discussion

Mohd Khairil Abdullah, CEO, **Axiata Digital**

Gordon Rubenstein, Managing Partner, **Raine Ventures**

Srijay Ghosh, Director, Investment, **Temasek**

David Goldstein, Senior Advisor, **TPG Capital**

12:15 – 12:45

HOTSTAR: INNOVATION IN INDIA

From uncertain beginnings at launch in early 2015, Hotstar has risen to become a major destination for online entertainment, sports and news in India. Having achieved scale, the next step is ramping up monetization through AVOD and SVOD, supported by in-house tech know-how as well as IP.

In Conversation

Ajit Mohan, CEO, **Hotstar**

Varun Narang, EVP, Head of Product, Design & Engineering, **Hotstar**

12:45 – 14:00 **Lunch, Marriott Café**

14:00 – 14:45 **THE NEXT PHASE OF OTT EVOLUTION**

Online video platforms in Asia are moving from a land grab to a build and consolidate phase. What changes are key services making to their go-to market models, product design and underlying tech stacks as they pursue sustainable business strategies while staying ahead of the curve?

Panel Discussion

Parimal Pandya, VP, Media Division, Asia Pacific & Japan, **Akamai**

Mike Kerr, MD, Asia, **beIN**

John Kotsaftis, EVP, Digital, **Fox Networks Group Asia**

Michael Fleshman, CTO, **Hooq**

Satheesh Kumar, Chief Product Officer, **PCCW Vuclip**

Fabian Birgfeld, Founder & CEO, **W12 Studios**

14:45 – 15:00 **LOCAL RELEVANCE AND BUSINESS MOMENTUM**

As video operators jockey for customer eyeballs, delivering a relevant service to local audiences becomes ever more important. What role do localization service providers play in this complex business, and how are they leveraging next-generation technologies like machine learning and cloud-based distribution to ensure both speed and quality?

In Conversation

David Lee, Founder & CEO, **Iyuno Media Group**

15:00 – 15:20 **Tea & Coffee**

15:20 – 16:05 **PERSPECTIVES ON THE FUTURE OF GAMING**

Online gaming has developed a deep ecosystem supported by a dedicated fan base, often overlooked by traditional video creation and distribution players. We investigate how the gaming sector has scaled, while spotlighting the strategies and tools used to attract, retain and monetize different audiences.

15:20 – 15:35 *In Conversation With Facebook*

Michael Rose, Head of SEA, APAC Games Partnerships, **Facebook**

15:35 – 16:05 *Presentation & Panel Discussion*

David Ng, Founder & CEO, **goGame**

Elmar Fischer, Director, **Denuvo by Irdeto**

Simon Davis, CEO, **Mighty Bear**

16:05 – 16:30

TELCOS ENGAGE WITH GAMING AND ESPORTS

What role can games and esports play as telcos develop more holistic approaches to distributing entertainment services? Does the path ahead remain anchored around data access and payment integration, or is there an opportunity for telcos to take a larger share of the gaming pie?

Panel Discussion

Jake San Diego, Head of Games & Esports, **Globe Telecom**
Crispin Tristram, VP, Digital Lifestyle, **Telkomsel**

16:30 – 17:00

ESPORTS: THE PATH TO MONETIZATION

With esports on track to become a billion-dollar business worldwide, what are the trends and opportunities in Asia? How are companies, old and new, working to build and leverage their position in this new entertainment order?

Presentation & Panel Discussion

Norihsa Wada, Executive Adviser, **Kayac**
Chris Tran, Regional Manager, **Riot Games**
Terence Ting, CEO & Founder, **Team Flash**
Paras Sharma, SVP & GM, Southeast Asia and Head of Digital Media, Asia,
Viacom International Media Networks
Oleg Butenko, Founder & CEO, **VY Esports**

17:00 – 17:40

ONLINE ADVERTISING CHANGES THE RULES

As ad spend starts to gravitate online, tectonic shifts are appearing in the advertising world. How are agencies evolving to keep pace with these changing dynamics, and what new products and innovations lie in store for advertisers and media owners as predominantly TV-led markets make the move to digital?

Panel Discussion

Anurag Gupta, Chief of Agency & COO, **ada, Axiata Digital**
Sandro Catanzaro, Co-Founder & Chief Innovation Officer, **DataXu**
Siwat Chawareewong, CEO, **GroupM Thailand**
and President, **Digital Advertising Association of Thailand**
Guy Hearn, Chief Product Officer, APAC, **Omnicom Media Group**
Shane Park, SVP, Advertising Business HQ, **SK Stoa**

17:40

Day 1 Close

October 26 | Day 2

07:30 - 08:30 Breakfast, Ballroom Foyer, JW Marriott Phuket

08:30 – 09:10 ADAPTING TO THE FUTURE OF VIDEO DISTRIBUTION

Incumbents contending with rising disruption in video distribution need to evolve their offerings to both protect and grow their business. How are traditional platforms deploying technology to stay ahead of changes in the market, while retaining their mass-market appeal?

Panel Discussion

Mark Seidenfeld, Android TV Partnerships, Asia Pacific, **Google**

Deepak Mathur, EVP, Global Sales, SES Video, **SES**

Harit Nagpal, MD & CEO, **Tata Sky**

09:10 – 09:50 **KOREA: THE ROAD TO 5G**

Next-generation telecommunications is becoming a reality in Korea, one of the world's most advanced and mature broadband markets. The first 5G pilots are underway, with real-world deployment around the corner, promising to kickstart a new cycle of growth across 5G, IoT and online video.

09:10 – 09:30 *Presentation & Q&A*

Jihong Lee, Manager, Future Business Development, **Korea Telecom**

09:30 – 09:50 *Presentation & Q&A*

Hoisoo Cho, Manager, Media Technology R&D Center, **SK Telecom**

09:50 – 10:10 **Tea & Coffee**

10:10 – 10:50 THAILAND: TELCOS & THE DIGITAL ECONOMY

As Thailand's M&E industry, particularly traditional television, goes through tumultuous times, Thai telcos take the lead to position themselves as the new gatekeepers of the Thai digital economy.

In Conversation

Pratthana Leelapanang, Chief Consumer Business Officer, **AIS**

Birathon Kasemsri Na Ayudhaya, Chief Content and Media Officer, **True Corporation**

10:50 – 11:05 THAILAND: ONLINE VIDEO CASE STUDY

Viu has reached 4 mil. monthly active users in Thailand, capitalizing on telecom and content partnerships with AIS and GMM. We explore its journey to date, key catalysts and challenges and its path to scalable monetization going forward.

In Conversation

Thawatvongse Silamanonda, Country Manager, **Viu Thailand**

11:05 – 11:25

CHINA: YOUTU - UNLOCKING VALUE WITH TECHNOLOGY

Owned by ecommerce giant Alibaba, Youku is one of China's leading online video platforms, built around ongoing product and business model innovation. How will Youku's technology roadmap continue to evolve, and what new opportunities will this create in Asia's largest and most dynamic online video market?

Presentation

Zhuoran Zhuang, VP, Alibaba and COO & CTO, Youku

11:25 – 12:10

THE PAYMENT PUZZLE

Innovation in digital payments, helping nurture a multi-billion dollar ecommerce sector, can also unlock value for media and entertainment. We explore what's working and breaking through in emerging and developed markets and the next steps required to tackle the digital payment opportunity.

Q&A

Alexander Rusli, Founder, Digi Asia Bios

Panel Discussion

Zoran Vasiljev, CEO, Apigate and Chief Strategy Officer, Axiata Digital

Filippo Giachi, MD, Asia Pacific, Docomo Digital

12:10 – 13:00

BUSINESS REALITIES FOR BLOCKCHAIN

We pull back the veil on blockchain and its uses, while dispelling misconceptions about the technology behind the buzzword. What applications are taking shape for media and entertainment, and how will blockchain make a change for consumers, businesses and governments?

Presentation

Jeffrey Seah, Partner, Mettle & Salt Partners

Panel

Matt Pollins, Partner, CMS

Andy Ann, Founder & CEO, NDN Group

Maxine Ryan, CEO, Spark

Case Study

Julian Lai-Hung, Co-Founder & CEO, BlockPunk

Hiroaki Takeuchi, CEO, TaKe-Y

13:00 – 14:00

Lunch, Marriott Café