

Malaysia in View

3 September 2019

DoubleTree by Hilton Hotel Kuala Lumpur

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ASIA VIDEO INDUSTRY ASSOCIATION

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Final Programme

08:00	Registration <i>DoubleTree by Hilton Hotel, Level 10, Ballroom B</i>	
08:50	Opening Remarks Charmaine Huet , Vice President, Corporate Communications APAC, Viacom International Media Networks	
09:00	Welcome Remarks Louis Boswell , CEO, Asia Video Industry Association (AVIA)	
09:05	Opening Address: Regulations for the 21st Century in Malaysia Zulkarnain Mohd Yasin , Chief Compliance Officer, Malaysian Communications and Multimedia Commission (MCMC) <i>With Louis Boswell</i> , CEO, Asia Video Industry Association (AVIA)	
09:30	Setting the Scene: Current State of the Video Industry in Malaysia The Malaysian media landscape has shifted over the past few years, changing the way consumers interact with each other, their demand for content and how they make purchase decisions. In this presentation, we evaluate market drivers, catalysts and challenges. What is happening year on year? How is the video business evolving across the Malaysian market today and where is it heading into the future? Jessica Fuk , Associate Research Analyst, Kagan	
09:50	Paths to Value Creation for TV & Digital Video Media Prima, Malaysia's largest integrated media company, will take us through their views as Malaysia switches to digital broadcasting. What are their plans for the coming year to advance local entertainment, digital video and content partnerships and where are their new areas of growth? Datuk Kamal Khalid , Group MD, Media Prima Berhad <i>With Virat Patel</i> , Managing Director, Pioneer Consulting Asia	

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10:10	<p>Consumers and Content in a Mobile Economy</p> <p>Maxis, one of Malaysia's leading telecom operators has taken an active role in the country's emerging digital economy to innovate and create value for customers in Malaysia's competitive TMT ecosystem. In this session, we explore what is their strategy to be more than just a service provider to Malaysian mobile users? How do they see 5G impacting how users consume video on mobile? How are they positioning themselves to differentiate their video services/offering in the Malaysian market?</p> <p>Alex Yoong, Head of Consumer Solutions, Maxis</p> <p>With Greg Armshaw, Head of Media, Asia, Brightcove</p>	
10:30	<p>Coffee Break</p> <p><i>DoubleTree by Hilton Hotel, Level 10, Ballroom B Foyer</i></p>	
10:50	<p>How Do We Keep the Pay-TV Ecosystem Thriving?</p> <p>Over the last few years, technology has transformed the consumption of television. As a result, the Pay-TV industry is undergoing a period of change and development with intensifying competition and business model disruption. This panel will explore the need for aggregation – can traditional and non-traditional video players be aggregators? How do we bundle at the right price? What are the strategies to create the right customer experience and what are digital Multichannel Video Programming Distributors (MVPDs) doing right in this space?</p> <p><i>10min presentation by Avi Himatsinghani, Founder & CEO, Rewind Networks</i></p> <p><u>Panelists:</u> Agnes Rozario, Director, Content, Astro Prashant Pathmanaban, Head of Digital Products and Services, Digi Telecommunications Anna Pak Burdin, VP & GM - Southeast Asia, Discovery Networks Asia Pacific</p> <p>With Avi Himatsinghani, Founder & CEO, Rewind Networks</p>	
11:30	<p>Infrastructure Convergence – How will Media and Telecom Infrastructure Evolve in an Increasingly Video Dominated World?</p> <p>In this session, we explore what the challenges and opportunities are as traditional telcos transition to become digital players. How will future 5G developments impact the video industry? Is it a solution or a diversion? How can fiber, mobile and satellite complement each other? What are the challenges to create more converged networks?</p> <p>Ganendra Selvaraj, Senior Manager, Business Development & Strategic Planning, MEASAT</p>	

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11:50	<p>A New Matrix for TV, OTT Businesses, e-Commerce and Production</p> <p>Enjoy Radio and Television Film Group (ETBC) has the potential to create a new role for itself, with a portfolio of production, TV assets, e-commerce, as well as a commitment to invest in the next generation of IPTV and OTT new media platform business in 2019. How is ETBC's roadmap changing? How has local production trends evolved? What is ETBC's investment priorities in the next 2-5 years? With Malaysia moving into DTT broadcasting, will this be a new business frontier for domestic players? Will it consider being an aggregator?</p> <p>Dato' Sam Yap, Founder & Group Chairman, Enjoy TV & Film Broadcasting Corporation</p>	
12:10	<p>The Future of Malaysia Telecoms and Video Offerings</p> <p>As many telcos in the world are struggling to generate revenue from new service offerings to offset the commoditization of their traditional communications services, video looks highly attractive. In this session, we will discuss the challenges and opportunities as traditional telcos transition to become digital players. What new approaches are they taking? How are they broadening their offerings? What new partnerships are they striking with content providers?</p> <p>Emily Wee, CEO, TM Net</p> <p><i>With Louis Boswell, CEO, Asia Video Industry Association (AVIA)</i></p>	
12:30	<p>Networking Lunch</p> <p><i>DoubleTree by Hilton Hotel, Level 10, Ballroom A</i></p>	
13:20	<p>The New Wave of Digital Content and Monetisation</p> <p>As the entertainment landscape evolves, Video-on-Demand (VOD) is emerging as an upcoming industry that will bring a new wave of growth to Malaysia as it moves into the age of digital convergence. Companies will review how they are engaging Malaysian consumers with fresh and relevant content. Global vs local content – what works for Malaysia? What is the plan to monetise in this market? What are the growth potentials in Malaysia?</p> <p><u>Panelists:</u></p> <p>Christian Toksvig, Head of OTT, Astro Paras Sharma, SVP & GM for Southeast Asia, Viacom International Media Networks Kingsley Warner, GM, Viu Malaysia Fred Chong, Founder and Group CEO, WebTVAsia</p> <p><i>With Virat Patel, Managing Director, Pioneer Consulting Asia</i></p>	

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13:50	<p>Making your payments more frictionless</p> <p>The next few years are when 'invisible' payments will really proliferate, touching almost every type of everyday financial transaction. Consolidation in the payments space is inevitable as consumers do not want to sign up for a separate payment service for each of their connected devices. In this presentation we look at how media companies could simply expand their services for existing customers and making the sign-up and payment process frictionless. How could we win customer loyalty and help them develop a sense of personal brand affiliation? Examples of case studies will be shared.</p> <p>Michael Greco, VP APAC, Vindicia</p>	
14:10	<p>The New Digital Economy – Innovation, Partnerships, Monetization</p> <p>In Asia Pacific, many have embraced digital technology with enthusiasm and are among the world's most avid users of social media. At the same time, Malaysia has a growing digital ecosystem featuring online commerce, media distribution, and financial services. In this session, we explore how the digital economy and competitive dynamics are developing in Asia, especially in Malaysia. What do consumers in Malaysia want, and how much of the consumer wallet can one grab? What are some of the subscription monetization tools needed for online video recurring revenue success? How do you keep subscribers engaged and coming back?</p> <p><u>Panelists:</u></p> <p>Raja Mansukhani, Senior Vice President, APAC, Apigate Ungku Norliza Syazwan Ungku Halmie, Director of Product & Marketing of Boost, Axiata Digital Kingsley Warner, GM, Viu Malaysia</p> <p><i>With</i> Desmond Ngai, SVP, Global Alliances, WebTVAsia</p>	
14:30	<p>How to Thrive in the Crowded Video Streaming Marketplace while Pursuing “Glocal” Growth</p> <p>Fragmentation of content sources, ever changing viewer habits and media giants launching standalone streaming services make competition in this market extremely challenging. In this panel, we will explore how local players plan to navigate competition for content and consumer spend and how they are pursuing “Glocal” growth at home and abroad.</p> <p><u>Panelists:</u></p> <p>Lam Swee Kim, Chief Marketing Officer, dimsum Dinesh Ratnam, Country Manager Malaysia, iflix Airin Zainul, Director of Digital Asset Management Unit (DAMU), IP-Animation and Licensing & Merchandising, Media Prima TV Networks Kranti Gada, COO, Shemaroo Entertainment</p> <p><i>With</i> Greg Armshaw, Head of Media, Asia, Brightcove</p>	

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15:00	Coffee Break <i>DoubleTree by Hilton Hotel, Level 10, Ballroom B Foyer</i>	
15:20	The Benefits and Challenges of Targeted Advertising: Data-Enabled TV With advertising revenues under pressure, TV channels see targeted advertising as a new opportunity. This presentation from Viaccess-Orca will explain the benefits of targeted advertising for TV service providers, the challenges they face in making addressable advertising a success and the importance of deploying best-of-breed solutions. Jean-Christophe Jubin, VP Sales APAC, Viaccess-Orca	
15:35	How can a Streaming Service take Advantage of New Advertising Opportunities? In this panel, we will hear how opportunities are taking shape today for online video advertising especially in Asia. What is it about OTT/ Connected TV specifically that excites advertisers? What kind of data adds value? Do we actually need billions of views for reach? Which are the biggest advertising categories and who are they targeting? <i>10 min presentation by Gavin Buxton, Managing Director, Asia, SpotX</i> <u>Followed by discussion with:</u> Mark Britt, Co-Founder and Group CEO, iflix Dheeraj Raina, MD, Mindshare Malaysia <i>With Gavin Buxton, Managing Director, Asia, SpotX</i>	
16:05	In Conversation: The Importance of Partnership to Asia's Football Economy At the end of 2018, the Asian Football Confederation (AFC) signed the historic commercial contract with partner DDMC Fortis which secures the financial future of football in Asia for a decade. In this conversation, we explore how this partnership is shaping up. What does the business model look like? How are shifting consumption patterns going to impact Asia football businesses in the near and long term? How is DDMC planning to revitalize Asian football and what difference are they making? Dejah Meldem, EVP Marketing & Digital, DDMC Fortis <i>With James Miner, CEO, MinerLabs & Video Assure</i>	
16:25	2020: Could this be the Year Malaysia's E-Sports Goes Mainstream? This could be the year E-sports goes from novelty to mainstream success. Although the industry is still in its infancy stage in Malaysia, its impressive growth has caught the attention of both corporate and public sectors. Our panel of experts will review where the industry is going. Is this something that can work long term over both linear and OTT? What are the challenges in taking E-sports to the next level? What returns are we looking at and is the Malaysian market big enough for multiple players to operate in?	

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	<p>Panelists: Allan Phang, Head of Esports, AirAsia Lee Choong Kay, Head of Sports, Astro Alan Chou, CEO, meta.us Raiford Cockfield, CEO and Co-Founder, Yup.gg</p> <p>With Unmish Parthasarathi, Founder, Picture Board Partners</p>	
17:00	Closing Remarks	
17:10	Networking Cocktails <i>DoubleTree by Hilton Hotel, Level 10, Ballroom B Foyer</i>	

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