

apOS

ORGANIZED BY MEDIA PARTNERS ASIA

April 23-25, 2019 | Ayana Resort, Bali

Register at visitapos.com



Summit Sponsors



Associate Sponsors



Partners






AGENDA

April 23 | Day 0

18:00 - 20:00 **Welcome Reception, Chandra Surya**

Host 

April 24 | Day 1

06:30 - 07:45 **Breakfast and Registration, Ballroom Foyer, Ayana**

07:45 - 08:00

SETTING THE SCENE: BRIDGING THE GREAT DIVIDE

The future, anchored to IP creation and curation, belongs to companies that can innovate on marketing, pricing, packaging and distribution. MPA reviews the catalysts that can align different stakeholders in a fragmented and commoditized media environment, while highlighting which business models could scale and how this all plays out in key Asian markets.

Opening address & presentation

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

08:00 - 08:20

DISNEY: TRANSFORMATION & GLOBAL GROWTH

The world's leading media company has embarked on a defining journey as it transitions to a D2C future, while endeavoring to protect and grow its greatest brands. How will Disney capitalize on growth potential and scalability, especially in Asia where it inherits a large business in India as well as opportunities to transform and disrupt in Australia, China, Japan and Southeast Asia?

In conversation

Kevin Mayer, Chairman, Direct-to-Consumer & International, The Walt Disney Company

08:20 - 08:40

AMAZON: PRIMING FUTURE DISRUPTION

Amazon has nurtured a formidable digital service, built around commerce, technology, devices and entertainment. How does Prime, Amazon's compelling membership, continue to iterate in the US and key international markets, including India and Japan? And how will video drive connectivity and engagement as Amazon ramps up investment on content?

In conversation

Greg Hart, VP, Worldwide, Amazon Prime Video

08:40 - 09:00

RAINE: VALUE CREATION IN SPORTS & ENTERTAINMENT

A fast-changing landscape is uncovering tantalizing possibilities for long-term value creation. Which markets and assets hold the greatest investment potential for sports and entertainment franchises? And how will the role, growth and influence of China, India and the United States play out in the ongoing transformation of technology, media and telecoms?

In conversation

Joe Ravitch, Co-Founder & Partner, Raine



09:00 - 09:20

SONY: NAVIGATING THE CONTENT GOLDRUSH

The impact of new models for production, distribution and monetization is reverberating throughout the industry, with Hollywood at the epicenter. How is Sony, one of the world's biggest content producers and IP owners, responding to content's new goldrush, with a business crisscrossing licensing, branded channels and digital distribution?

In conversation

Mike Hopkins, Chairman, Sony Pictures Television

09:20 - 09:40

WARNERMEDIA: TV, TELECOMS & MEDIA REINVENTION

Two powerful engines in media and telecoms have come together to create a commanding new force on the global stage. How will WarnerMedia, encompassing iconic brands such as HBO, Turner and Warner Bros, consolidate and grow its footprint in news, entertainment and sports in the US and overseas, especially in Europe and Asia Pacific?

In conversation

Gerhard Zeiler, Chief Revenue Officer, WarnerMedia

09:40 - 10:00

Tea & Coffee

10:00 - 10:30

CHINA: RESTLESS INNOVATION & DIGITAL DYNAMISM

Unmatched growth potential and amplified entrepreneurial drive in China is powering a turbocharged TMT sector that continues to sprint forward at home while pushing deeper into India and Southeast Asia. What's next for this distinctive and highly scalable market, and how are current trends shaping and fostering demand for premium content?

Opening perspective

Deborah Mei, Partner, Raine

In focus (panel discussion)

Ma Zhongjun, Chairman & President, Ciwen Media

Suman Wang, Chief Editor, Tencent Video, SVP, Tencent Penguin Pictures

10:30 - 10:50

NETFLIX: THE PURSUIT OF GLOBAL SCALE

Netflix is well on its way to becoming a truly global company, with more paying subs outside the US than at home. While the company's brand cachet and global hits have helped drive sign-ups among an affluent top tier, continued growth depends on sustained localization, through product, content and on-ground partnerships.

In conversation

Bill Holmes, Global Head, Business Development, Netflix

10:50 - 11:05

ASTRO: NEW FRONTIERS FOR MEDIA GROWTH

Astro is refocusing on its large business at home, tapping broadband, new forms of customer transactions and content partnerships while scaling costs and investments. How is the new strategy working, and what will move the needle for the maturing incumbent in the future? Does Astro have a viable story and execution path for investors in a digital future?

In conversation

Henry Tan, CEO, Astro

11:05 - 11:20

VIACOM: BRANDS AND IP IN A CONNECTED WORLD

Viacom, home to global franchises such as MTV, Nickelodeon and Paramount, has been chasing greater engagement and share of spend worldwide with an increasingly diverse mix of revenue models and distribution partners. How are these initiatives taking shape as sustainable businesses worldwide as well as key APAC markets such as Australia, China and Japan?

In conversation

David Lynn, President & CEO, Viacom International Media Networks

11:20 - 11:40

GLOBE: CONSUMERS & CONTENT IN A MOBILE ECONOMY

Philippines mobile leader Globe has taken an active role in the country's emerging digital economy, experimenting with different levers that can lift data consumption and revenue across lifestyle services. How is Globe's investment strategy and go-to market approach evolving, and what impact is that having on video and entertainment ecosystems in the Philippines?

In focus (panel discussion)

Ernest Cu, President & CEO, Globe Telecom

Nikko Acosta, SVP, Content Business Group, Globe Telecom

Joseph Paul Caliro, Senior Advisor, Globe Entertainment

11:40 - 12:00

ONE CHAMPIONSHIP: A GLOBAL ARENA FOR ASIAN SPORT

With an expanding roster of fighters and distribution deals, Asia's leading MMA promoter One Championship is well on its way to becoming a global business and brand. How can the franchise sustain this momentum in Asia and worldwide while monetizing its reach to create a sustainable business in the long term?

In focus (panel discussion)

Chatri Sityodtong, Founder, Chairman & CEO, One Championship

Hua Fung Teh, Group President, One Championship

12:00 - 13:00

SPORTS: AN EVER-EXPANDING OPPORTUNITY

The value of sports rights continues to rise, lifted up by local market growth as well as broadband distribution. Digital and changing consumption brings its own challenges however, alongside untapped potential and new ways to drive engagement. How are rights-holders and distribution platforms looking to sustain momentum in this lucrative but unpredictable market?

One-to-one conversations (in order of appearance)

Dan Reed, VP, Global Sports & Media Partnerships, Facebook

Manu Sawhney, CEO, International Cricket Council

Derek Chang, CEO, NBA China

John Gleasure, Chief Business Development Officer, DAZN Group

Mike Kerr, MD, Asia, beIN Asia Pacific

13:00 - 14:00

Lunch, Padi Restaurant, Ayana

Host **TV5MONDE**

14:00 - 14:45

AUSTRALIA: THE VANGUARD OF DIGITAL MIGRATION

Online platforms have taken up the reins for media growth in Australia, opening the door for new entrants and revenue models while ratcheting up the pressure on legacy approaches. How are Australia's incumbent broadcasters and telcos managing this migration and where do they see opportunities to reset their businesses to meet the challenges and opportunities ahead?

One-to-one conversations (in order of appearance)

Hugh Marks, CEO, Nine Entertainment

Allen Lew, CEO, Optus

Scott Lorson, CEO, Fetch TV

14:45 - 15:00

PCCW: MONETIZATION MATRIX FOR ASIAN CONTENT

Viu, developed and run by PCCW Media, has become one of Asia's most successful online video platforms, building momentum with top-tier Asian content and a mixed revenue model spanning advertising and subscription. How does Viu develop even more scale in the future globally, disrupt distribution, drive IP creation and access, and generate shareholder value?

In conversation

Janice Lee, MD, PCCW Media Group

15:00 - 15:30

ALL-IN DISTRIBUTION DEALS FOR ONLINE VIDEO

YouTube, the world's most popular streaming platform, has become the foundation stone for Asia's emerging online video sector, inking deals with professional programmers as well as a wide mix of smaller-scale creators. What is the strategic and commercial rationale behind YouTube's partnerships, and how are these influencing the development of local entertainment?

In focus (panel discussion)

Parminder Singh, Chief Commercial & Digital Officer, Mediacorp

Kamal Khalid, Group MD, Media Prima

Ajay Vidyasagar, Asia Pacific Regional Director, YouTube



15:30 - 15:45

HOOQ: SEARCH FOR A SUSTAINABLE MODEL

Aspiring regional OTT Hooq has pivoted and executed on its route to sustainable growth, most notably in Indonesia, India and Singapore. When does the company see its inflection point and what does this mean for customers and its shareholders? How are subscription video dynamics evolving in Asia and what role will Hooq play?

In conversation

Peter Bithos, CEO, Hooq

15:45 - 16:05

Tea & Coffee

16:05 - 17:30

REFRAMING THE GREAT VIDEO INDUSTRY DEBATE

What are the content, distribution and technological enablers to help drive consumption, pricing power and customer stickiness across all forms of video in the new TMT ecosystem? What are the paths to limit cord cutting and piracy, including product innovation, and how can stakeholders work together to overcome the challenges ahead?

One-to-one conversations (in order of appearance)

André Kudelski, Chairman & CEO, Kudelski Group

Yves Padrines, CEO, Synamedia

In focus (panel discussion)

Jane Basas, President & CEO, Signal TV

Avinash Himatsinghani, CEO, Rewind Networks

Carter Pilcher, Chief Executive, Shorts International

Harit Nagpal, MD & CEO, Tata Sky

17:30

Closing Remarks

20:00 – 23:00

APOS Gala, Sky, Ayana

Host **Discovery**



April 25 | Day 2

07:20 - 08:20 **Breakfast, Ballroom Foyer, Ayana**

08:20 - 09:00

ONLINE VIDEO REORIENTS MARKETING PLANS

OTT's rising popularity provides another enticing channel for advertisers, although traditional marketing models that worked for TV need to be upgraded too. How are brands incorporating online video into their ad plans today, and what should content creators and media owners do as consumers spend more time online?

In focus (panel discussion)

Bee Bee Lim, Head of Marketing, Consumer Banking Group, DBS Bank

Anna Pak Burdin, VP & GM, Southeast Asia, Discovery Networks Asia Pacific

Rochelle Chhaya, COO, OMD

Helen Sou, SVP, Digital Media, PCCW Media

Prem Kamath, Founder & CEO, Serious Media

09:00 - 09:30

INDIA: DIGITAL MARKETING EMBRACES THE MASS MARKET

India's explosive growth across digital video has given consumers more choice than ever. How is viewing behavior changing as a result, and what impact is that having on business dynamics across different screens? What multi-platform strategies are advertisers and agencies adopting, and how are they investing to stay ahead of the competition?

In focus (panel discussion)

Priyanka Khaneja Gandhi, Head of Integrated Marketing Communications & Ecommerce Marketing, Colgate-Palmolive

Nandini Dias, CEO, Lodestar UM

09:30 - 10:20

INDIA: OTT DRIVES BORDERLESS AMBITION

Indian broadcasters, content producers and aggregators are recalibrating content and distribution to drive engagement across the country and the rest of the world. How are different players in the ecosystem moving on this opportunity, and how are they securing their future prosperity in an increasingly crowded space?

One-to-one conversations (in order of appearance)

Archana Anand, Chief Business Officer, Zee5 Global

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

In focus (panel discussion)

Ali Hussein, Chief Operating Officer, Eros Digital

Zulfiqar Khan, MD, India, Hooq

Hiren Gada, CEO, Shemaroo Entertainment

10:20 - 10:40

Tea & Coffee

10:40 - 11:20

TELCOS TAKE THE LONG-TERM VIEW

How can telcos disrupt, innovate and create value for customers and shareholders in Asia's highly competitive TMT ecosystem? How much more investment will be needed to build the next generation of networks, and how will these change business models? What is the role and emerging use cases for entertainment, advertising and transactions?

One-to-one conversations (in order of appearance)

NiQ Lai, Co-Owner & CEO, Hong Kong Broadband Network

Alistair Johnston, Director of Marketing, Telkomsel

Vikram Sinha, Director, Ooredoo Myanmar, Advisor to the CEO, Indosat

11:20 - 11:50

SPORTS: FANS, FRANCHISES & ASIAN GROWTH

A mix of economic and broadband growth are helping diversify the sports opportunity in Asia, as a way to build reach and relationships with new and existing audiences. How are different sports taking advantage of these trends to grow an enduring business in Asia, and what kind of partnerships and investments can help get them there?

One-to-one conversations (in order of appearance)

Robert Klein, CEO, Bundesliga International

Patrick Murphy, CEO, DDMC Fortis

David Burke, MD, Viva, Chairman & Co-Founder, OnePride MMA

11:50 - 13:00

STORYTELLERS EXPLORE FRESH PATHS TO PROFIT

Content costs and returns are being remodeled as streaming loosens the reins on creativity and consumer demand. How do independents, blueblood broadcasters and emerging digital players compete, create value and scale in this new terrain, amidst bubbles of volatile demand in online video and challenging unit economics in TV?

One-to-one conversations (in order of appearance)

Melissa Cobb, VP, Content (Kids and Family), Netflix

Fred Chong, Founder & Group CEO, WebTVAsia

Allen Lau, CEO & Co-Founder, Wattpad

In focus (panel discussion)

Agnes Rozario, Director of Content, Content Group, Astro

Jessica Kam, SVP, HBO Asia Original Productions, HBO Asia

Jennifer Batty, Chief Content Officer, Hooq

Mark Francis, Global Director, Original Programming, iflix

13:00 - 14:00

Lunch, Padi Restaurant, Ayana

Host

BBC
STUDIOS

14:00 - 14:30

NEW MARKETS FOR GLOBAL & LOCAL CONTENT

Greater choice and easier access to media and entertainment are forging new dynamics for local and global content. As viewing habits expand and evolve, how are producers and broadcasters evaluating prospects and moving on opportunities in increasingly complex marketplaces, and how is this changing the way they work with new and existing partners?

One-to-one conversations (in order of appearance)

Darren Throop, President & CEO, Entertainment One (eOne)

David Weiland, EVP, Asia, BBC Studios

14:30 - 14:45

JAPAN: A PRESENT & SCALABLE OPPORTUNITY IN OTT

Hulu remains one of Japan's top SVOD services in a steady but relatively large online video market. How is Hulu Japan cultivating a competitive advantage amid the latest market trends and how does it achieve more significant scalability? What role will new content and distribution partnerships play?

In conversation

Kazufumi Nagasawa, Chief Content Officer & Member, BoD, Hulu Japan

14:45 - 15:40

KOREA: A HYPER-COMPETITIVE POWERHOUSE

Tech, telco and production companies in Korea are investing in content and platforms to capitalize on demand at home and, critically, tap much-needed opportunities and growth abroad across Southeast Asia, China, India, Japan and North America. What will the next phase of Korea's remarkable content renaissance look like, and how will different stakeholders get there?

In conversation

Joy Lee, Co-Founder & CEO, Kakao Page

In focus (panel discussion)

Saugato Banerjee, Managing Director, North Asia, A+E Networks

Tony Qiu, VP & GM, Greater China & Korea, Discovery Networks Asia Pacific

Bomi Moon, CEO, HB Entertainment

Hugh Kim, SVP, Media Business Group, SK Telecom

Taehun Park, Founder & CEO, Watcha

15:40 - 16:00

Tea & Coffee

16:00 - 16:30

THAILAND: EVOLUTION IN A FAST-GROWTH ECOSYSTEM

Digital distribution and competition across TV and online platforms is especially diverse in Thailand, intensifying the battle for share of attention and spend. How are incumbents and new entrants navigating this landscape, and how are content dynamics and monetization prospects changing as result?

One-to-one conversations (in order of appearance)

Birathon Kasemsri Na Ayudhaya, Chief Content & Media Officer, True Corporation

Kawin Tangudtaisak, Director, Content Business, Line Thailand

16:30 - 16:50

INDONESIA: DIGITAL MOMENTUM AND MONETIZATION

Telecoms, TV and technology are converging to drive opportunity in Southeast Asia's largest economy. How is local leader company MNC responding as it adapts its content and media strategies to the changing landscape? What is MNC's strategy to monetize across its platforms while also growing a legacy pay-TV business and scaling its new venture in broadband?

In conversation

Hary Tanoesoedibjo, Founder & Chairman, MNC Group

16:50 - 17:30

INVESTORS RE-EVALUATE GROWTH & PROFIT

Valuations are becoming increasingly complex as pioneering companies test new ways to consumer hearts and wallets. How do investors place their bets when the business models of the future are still taking the shape, definitions of success are in flux and different businesses are evaluated on different metrics?

In conversation

Rajeev Misra, CEO, SoftBank Investment Advisers

In focus (panel discussion)

Sander Hamersma, Head of Technology, Media and Telecom, Asia Pacific, Mizuho

Jeff Seah, Partner, Quest Ventures

David Goldstein, Senior Advisor, TPG Capital

Shailesh Rao, Partner & MD, TPG Growth & Rise

17:30

Closing Remarks

20:00 – 22:00

APOS Closing Party, Rimba Lawn, Rimba West

Host



22:00 – 01:00

APOS Finale, Unique Rooftop Bar, Rimba West

Host

