



Media Summit | APAC

Virtual Conference 17 September 2020

9.30am – 12.30pm (IST) / 12pm – 3pm (SGT) / 2pm – 5pm (AEST)

#mediasummitapac

Time in SGT (PM)	PROGRAMME
12:00	<p>Opening Remarks by Host Sheng Thong Hsin, Marketing Director, Media APJ, Akamai Technologies</p>
12:05	<p>Welcome Address</p> <p>Parimal Pandya, VP, Media & Carrier APJ, Akamai Technologies Louis Boswell, CEO, Asia Video Industry Association (AVIA)</p>
12:15	<p>Market Overview: Emerging Trends of Video with the Impact of COVID-19</p> <p>The pace of change for video globally is rapid and new trends are emerging constantly. With COVID-19 forcing people to stay indoors, media consumption has skyrocketed. This session will address the emerging trends, market drivers and challenges shaping the future of the media industry. What is the impact of COVID 19 on video and gaming consumption? How does it impact monetization in key Asian markets and what are the key take-aways for industry stakeholders?</p> <p>Virat Patel, MD, Pioneer Consulting Asia-Pacific David Ratner, Senior Manager, Pioneer Consulting Asia-Pacific</p>
12:35	<p>Asia Pacific Thought Leaders Huddle: Paths to Value Creation for Digital Video</p> <p>A fast-changing landscape is uncovering tantalizing possibilities for long term value creation. The impact of new models for production, distribution and monetization is reverberating throughout the Media & Entertainment industry. 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 digital ecosystem? We will look at why the video space is particularly exciting now, and what the innovations and partnerships are that can change the future of media.</p> <p><u>Panelists:</u> Karan Bedi, CEO, MX Player Avi Himatsinghani, Founder & CEO, Rewind Networks Tarun Katial, CEO, ZEE5 India</p> <p><i>With Nurul Ali Gan</i>, Strategic Sales Director, APJ, Akamai Technologies</p>

13:15	<p>Embracing DevOps to Increase Business Agility – Case Study from Streamotion</p> <p>As organizations embrace agile working internally to build out new products, DevOps becomes critical for the business to maintain this agility. Media, Publishing & Gaming companies need to bring products to market faster while ensuring that incremental changes get rolled out in a safe, reliable manner. This brings DevOps to the centerstage. Learn how you can fit and integrate DevOps to manage your operations seamlessly.</p> <p>15min presentation by Satiya Prasath, Senior Solutions Engineer, Akamai Technologies</p> <p>Followed by a one-on-one in conversation:</p> <p>Darren Nolan, Head of Product Engineering, Streamotion <i>With Shilpa Raghunathan</i>, Senior Solutions Engineer, Akamai Technologies</p>
13:45	5min break
13:50	<p>Can Good User Experience Coexist with a Strong Security Posture</p> <p>With most employees working from home and consumers increasing online engagement, digital business models are becoming even more critical to M&E's business strategy than before. The battle for customer loyalty, engagement and revenue is being fought online and there are two major success criteria that will determine victory - user experience and security. Conventional thinking would have us believe that these two are antithetical to each other - that increased security controls result in poor user experience and vice versa. Market leading organizations are able to roll out digital services quickly, while simultaneously driving security excellence. In this session, we will look at some of the best practices for security and technology practices to consider.</p> <p>Sid Deshpande, Security Technology & Strategy Director, Akamai Technologies</p>
14:10	<p>Tying it Together: What does the Future for Online Hold?</p> <p>A summary of everything we have heard and a perspective of what to look out for and expect over the next 12 months in the increasingly vibrant and exciting video industry in Asia Pacific.</p> <p><u>Panelists:</u> Shahabuddin Sheikh, CTO, ALTBalaji, Balaji Telefilms Zon Lim, Industry Marketing Director, APJ, Akamai Technologies Greeny Dewayanti, CEO, Genflix Sardjono Insani, Director, Media Engineering & Operation, The Walt Disney Company</p> <p><i>With James Miner</i>, CEO, MinerLabs & Video Assure</p>
14:40	<p>Closing Remarks</p> <p>Sid Pisharoti, Regional VP, Media & Carrier, Akamai Technologies</p>
14:45	End of Conference

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