



Day One: 10 November 2020 (Tuesday)

REMEMBER TELEVISION? We ask this question tongue in cheek, but with so much change in our industry we are prone to overlook the size and influence linear television still has today. It is still a giant compared to streaming. We assess the state of Free to Air and Pay TV and examine what the pressure to go direct to consumer means for traditional relationships between content owners and MVPDs.	
10 November	09:30-12:30
Session 1	Market Overview 2020-2021 <i>Setting the landscape for the next three days of conversation.</i>
Session 2	The Fortunes of Free TV <i>A look at the world of terrestrial channels and the challenges faced.</i>
Session 3	The Platform View: Platform & Provider - New Relationships for the New World <i>The symbiotic relationship between platform and content partner is unravelling. How do Pay TV platforms see it?</i>
Session 4	The Channel Provider View: Platform & Provider - New Relationships for the New World <i>With some content providers looking at DTC options, and others trying to maintain the status quo, what is the view from the channel side?</i>
Session 5	Doubling Down on Pay TV <i>There are new channels being launched, new investments being made: the case for doubling down on Pay TV.</i>
STREAMING AHEAD There is no let-up in the direction of travel for the streaming industry. More content investment, increasing numbers of services, record levels of consumption but also huge volatility which has seen the demise of HOOQ and the amalgamation of iflix into WeTV. We want to know how you scale a streaming business, how you market your services and differentiate products, and how is life different for national, regional, and global services.	
10 November	14:00-17:00
Session 1	Streaming Keynote <i>In conversation with one of the dominant streaming giants in the region today.</i>
Session 2	International Perspectives: The Challenges of Streaming <i>What are the challenges faced by regional or global streaming services? What are the issues around content, localisation and ultimately business models?</i>
Session 3	Local Perspectives: The Challenges of Streaming <i>And what is the view if you are a domestic streaming platform? Does being local give you the edge, and if so, what is the optimal path to monetisation?</i>
Session 4	The Future of Chinese Entertainment <i>How does the entry of Chinese platforms change the market dynamics? Are they filling a market need that has not been met?</i>
Session 5	The Video Tech Giants <i>The biggest video platforms remain those provided by the tech firms. Does aggregation trump curation?</i>

Day Two: 11 November 2020 (Wednesday)

STREAMING AHEAD (Cont....)	
11 November	09:30-12:30
Session 1	Streaming Keynote <i>In conversation with one of the dominant streaming giants in the region today</i>
Session 2	Bridging the chasm: Businesses in Transition <i>What do you do when your traditional business is declining, but betting the house on direct to consumer is not an option?</i>
Session 3	Solid Foundations: Can regulation make or break the industry? <i>We are at a historic moment in time for streaming video. There are very few markets that regulate this space. But that won't be the case in a few years' time. What is at risk and what do we need to do?</i>
Session 4	Views from India <i>India is one of the world's biggest and most vibrant video and TV markets, and has always done things its own way. What does the view of the market look like and what are the views of its key players?</i>
Session 5	Content Cravings <i>We are what we watch - white collar or blue collar, urban or rural, affluent or poor - how do you design a content strategy that takes all this into account across very diverse markets?</i>
Session 6	#genz – Gen Z talks <i>"I believe the children are our future" - if you recognise the quote then you are clearly not Gen Z, but Whitney Houston was spot on. We hear from Gen Z directly and get a look at our future through their eyes.</i>
PREMIUM ADVERTISING <p>A continuation of the streaming conversation, but it is clear today that our industry, with the wealth of high-end content we deliver, have yet to persuade the advertisers to park their money with us. Why is that and what can we do to change the situation? Do we not yet have the right ad-supported services in market? Is it really just a question of reach, or can we not make quality matter?</p>	
11 November	14:00-17:00
Session 1	Reorientating Marketing Plans for 2021 <i>Where does video sit on the media plans for 2021, and what are the challenges for premium video platforms?</i>
Session 2	Buy Side Talk: Go Programmatic or Go Home? <i>Video players can do what they want but money talks. What does the buy side think about the choices available and the way it buys video today?</i>
Session 3	AVOD vs SVOD: Unravelling OTT Strategies <i>Clearly there is a role for AVOD, SVOD and something in between, but what are the particular challenges for each and how far can each business model go? And is each at the same stage of development?</i>
Session 4	OTT Video Ad Debate – Is it a TV Ad or an Online Ad? <i>How does the approach to advertising vary between TV and streaming? And within streaming, what is the role of in stream vs out of stream and skippable vs non-skippable?</i>
Session 5	Cross Media Measurement: Is it Ever Going to Happen? <i>The search for the holy grail of measurement continues. All we want to do is compare apples with apples. Will it ever happen?</i>



Day Three: 12 November 2020 (Thursday)

12 November	09:30-12:30
SPECIAL SESSION	
	<p>Women Leading Change: Advancing Gender Equality in the Media Industry <i>As an industry association, our commitment is to make industry stronger and healthier. When it comes to gender equality, much more needs to be done. We take a long hard look at what our industry needs to do to change.</i></p>
TALKING TECH	
<p>Nothing happens in this industry without the technology that underpins it, and this is as true for broadcast as it is for streaming. But the technologies for the latter are growing and evolving more quickly than ever. We will follow the technological journey content goes through from creation to consumption and look at the innovations which will shape the industry in the coming years.</p>	
Session 1	<p>Change Makers: Ground breaking Technologies that have Impacted the Media Industry <i>A high level overview of how technology has shaped our industry over recent years and how it will impact us in the coming years.</i></p>
Session 2	<p>Harnessing Change: Future of Content Delivery and Distribution <i>Satellite, Cable, DTT, IP, 4G, 5G. Without these technologies none of us would be watching anything today. How do they co-exist, where are the competitive advantages and where does the future lie?</i></p>
Session 3	<p>How does the Cloud add Real Value to the Video Industry? <i>Cloud services have changed both traditional linear playout services as well as being crucial in providing streaming services. How is its role changing the industry?</i></p>
12 November	14:00-17:00
Session 4	<p>Viewing and Interactive Experiences – How are Viewers Watching TV Today? <i>In a world where we can all curl up with our own screen, how do we bring back community to the video viewing experience? What role does technology play and is interactive TV here to stay?</i></p>
Session 5	<p>Innovative Payment Ideas Coming your Way <i>We all pay for content one way or the other, in this session we look at the new frontiers of monetisation.</i></p>
SPORTING TIMES	
<p>What a torrid year for this industry. But despite the cancellations and postponements, we are once again living in a world of sports and surely the video experience now is more important than ever. We take stock of the particular challenges and triumphs the sports industry has undergone in 2020 and what lies ahead.</p>	
Session 1	<p>Play the Game <i>How is live sports changing the industry and how is industry changing live sports? The live aspect makes sports so unique but as the number of paying subscribers on Pay TV declines, are they being replaced elsewhere?</i></p>
Session 2	<p>Stealing Base <i>Piracy affects the entire video ecosystem but when so much value is wrapped up in the live event, the consequences are more acute for the sports industry. We discuss how we counter the pirates and provide sustainability.</i></p>
Session 3	<p>Let's Play! eSports Tie-Ups & Consumer Services <i>Locked down at home, never has there been a better time to move sports online. What are the lessons being learned from eSports and for the Video Industry, is eSports its salvation or distraction?</i></p>