

## Programme

14:00	<p><b>Opening Remarks</b></p> <p><b>Louis Boswell, CEO, AVIA</b></p>
14:05	<p><b>APAC Piracy Landscape</b> <i>An overview of Piracy across the APAC region, the activities and initiatives that are currently underway, as well as a look at the progress that has been made this year, despite the restrictions put in place by the current pandemic.</i></p> <p><b>Aaron Herps, General Manager, AVIA Coalition Against Piracy (CAP)</b></p>
14:20	<p><b>What Else are They Stealing?</b> <i>According to new research from the Digital Citizens Alliance and White Bullet, online criminals who offer stolen movies, TV shows, games, and live events through websites and apps are reaping \$1.34 billion in annual advertising revenues. And it is big money, in large part funded by advertising, including by well-known and iconic brands. In this session, we will take a look at the latest research around advertising in piracy and how this issue can be addressed.</i></p> <p><u>Panelists</u> <b>Dr. Paul Watters, CEO, Cyberstronomy</b> <b>Peter Szyszko, CEO, White Bullet</b></p> <p><i>With Aaron Herps, General Manager, AVIA Coalition Against Piracy (CAP)</i></p>
14:45	<p><b>Securing the Content Universe</b> <i>As the world struggled through various states of freedoms over another year, we have seen a return to some sort of normality again – regular sports broadcasts returned, content production began to normalise - but with so many people still trying to get access to the myriad of content– not always legally, what mistakes are we seeing, and what are best practices to ensure pirates don't see your content as the next best target?</i></p> <p><u>Panelists</u> <b>Akash Saxena, SVP, Head of Technology, Disney+ Hotstar</b> <b>Peter Daly, Head of Content Protection &amp; LEA Liaison, Foxtel Australia</b> <b>Avigail Gutman, VP Security and Intelligence Operations, Synamedia</b></p> <p><i>With Aaron Herps, General Manager, AVIA Coalition Against Piracy (CAP)</i></p>
15:10	<p><b>Copyright Management on YouTube</b></p> <p><b>Sushmita Thakur, Head of Partner Operations, APAC, YouTube</b></p> <p><i>With Louis Boswell, CEO, AVIA</i></p> 
15:25	<p><b>Best Practices to Brand Safety</b> <i>Piracy continues to grow; and digital ads fund some 85% of online pirate streaming activity. Major brands and hundreds of others are still unknowingly supporting piracy. In this session we discuss how advertisers and their agencies should institute best practices that have already been proven effective to increase brand safety, and how can we keep legitimate advertising from illegitimate services.</i></p>

	<p><u>Panelists</u>  <b>Bharat Kapoor</b>, VP, Online Brand Protection, <b>Authentix</b>  <b>Abrahim Farraj</b>, Director, Creative Content Protection, <b>NBCUniversal</b></p> <p><i>With Aaron Herps, General Manager, AVIA Coalition Against Piracy (CAP)</i></p>
15:50	<p><b>Strategic Intelligence: Now We Have the Data – What Do We Do With It?</b>  <i>Data can be gathered from many sources – but it’s what we do with that data that allows us to make informed choices on what to do next. In this session, we discuss how we use Intelligence derived from various sources, whether it be for Investigations or lobbying, and how it dictates our decision making on anti-piracy strategy and enforcement.</i></p> <p><u>Panelists</u>  <b>Juan Jose Rotger</b>, Global Content Protection Manager, <b>La Liga</b>  <b>Pascal Metral</b>, Vice President Legal Affairs, <b>NAGRA</b></p> <p><i>With Aaron Herps, General Manager, AVIA Coalition Against Piracy (CAP)</i></p>
16:15	<p><b>Cross Border Enforcement: Meaningful Outcomes in a (Dis)connected World</b>  <i>Just like online piracy is a problem everywhere, so too the enforcement actions against piracy syndicates can have global ramifications. With that in mind, it’s important to recognise the international cooperation that occurs to make a successful case. In this session, we look at cross-border enforcement cases and the challenges in getting successful, longer lasting outcomes.</i></p> <p><u>Panelists</u>  <b>Mark Mulready</b>, Vice President - Cyber Services, <b>Irdeto</b>  <b>Stefan Sergot</b>, Head of Legal-Enforcement, <b>Premier League</b>  <b>Cédric Hardouin</b>, EVP, R&amp;D, <b>Viaccess-Orca</b></p> <p><i>With Aaron Herps, General Manager, AVIA Coalition Against Piracy (CAP)</i></p>
16:40	<p><b>Shaping a Coordinated Response</b>  <i>With online copyright piracy a growing threat around the world, INTERPOL recently launched its Stop Online Piracy (I-SOP) initiative to counter online piracy and crimes involving intellectual property rights infringements, identify and dismantle illicit online marketplaces, target criminal networks and confiscate their assets.</i></p> <p><b>Nick Court</b>, Coordinator - IP Crime and Piracy, <b>INTERPOL</b></p> <p><i>With Aaron Herps, General Manager, AVIA Coalition Against Piracy (CAP)</i></p>
16:55	<p><b>Closing Remarks and End of Piracy Summit</b></p> <p><b>Louis Boswell</b>, CEO, <b>AVIA</b></p>

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# THE STATE OF PIRACY SUMMIT

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