

TVOVERNETASIA

internet's role in content delivery

7 December 2007 at the Suntec, Singapore

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speakers include



Janet Eng

Director of Licensing, Asia, Sony Pictures Television International



Wang Wen Bing

General Manager, CCTV International



Sheau Ng

VP Consumer & Broadcast Technologies, NBC



Ling Pek Ling

Director Media Policy, Media Development Authority



Mr. Ayrton Zhu

General Manager, Tencent



Matthew H. Sturgess

VP of Asia, Limelight Networks

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TVOVERNETASIA

Internet video has been making steady progress for several years, thanks to increased broadband speeds, maturing DRM solutions and the advent of portable video players that rely on internet-originated content delivered via the PC. Major content owners are now taking this distribution 'platform' seriously, while established Pay TV platforms have started to exploit the internet for video. The internet has the potential to seriously disrupt the media marketplace and this one day conference will explore some of the challenges and opportunities being presented to content owners and platform operators from both the traditional and new TV markets.

0900 Chairman's Introduction

0920 Opening Keynote

Matthew H. Sturgess, VP of Asia, Limelight Networks

sessionone setting the scene

Content owners have much to gain from internet TV but for Pay TV operators, and especially those that own their own networks, it presents both opportunities and challenges. This session looks at what the internet means to leading media companies and assesses the degree to which internet TV can disrupt the existing television market.

0940 The market for online TV and video in Asia-Pacific

- The worldwide market for online video 2006-2012

1000 Consumer usage patterns for online video in Asia-Pacific

- Consumer awareness and interest in online video in Asia-Pacific

Alice Zhang Yan Chun, Research Analyst, In-Stat

1020 How will internet TV be treated by regulators in Asia-Pacific?

- Television without boundaries: the dilemma for regulators

Pek Ling, Director, Media Policy Division, Media Development Authority

1050 Morning Break & Exhibition

sessiontwo a developing business

Internet TV is a reality for many broadcasters, using it primarily for niche programming targeting smaller markets. This session will look into how this is made possible and what other opportunities are available for video services over the net.

1130 Is the Internet ready for Internet TV?

- Asia Netcom's international backbone IP connectivity

Senior Representative, Asia Netcom

1150 The role of Internet TV for a national state broadcaster

- Consumer demand for online television in China

Wang Wenbin, General Manager, CCTV International

1210 Turning Local Television Stations into Global Brands Overnight

- Slivercasting - the demand for access to niche programming when and where consumers want it

Kevin Foong, General Manager of Asia Pacific, Jump TV

1210 Panel: Business models for premium content owners

- What content will attract subscription revenues online?

Robin Smyth, Executive Director, ROO Group

Michelle Wu, CEO, MediaZone
Tony Chow, President, AIPRO Singapore
Sheau Ng, VP of Consumer and Broadcast Technology, NBC Universal
Janet Eng, Director of Licensing, Asia, Sony Pictures Television International

1315 Lunch, Networking & Exhibition

sessionthree the ultimate long tail

There is only so much VOD an IPTV or cable operator can manage in their private networks, and only so much special interest content that can be delivered economically, even taking into account falling storage costs. The internet provides an opportunity to expand the content offered to existing Pay TV viewers dramatically, taking niche content to new levels, but somebody has to work out the business models so that everyone in the chain gets their fair reward.

1430 Afternoon Keynote: Making the free content, advertiser model work

- Why the best content business model for the Internet is 'free'

1500 Role of Internet TV in selling online multimedia services

- The market for on-demand TV over the Web

Ayrton Zhu, General Manager, Tencent QQlive, QQmusic

1520 Revenue protection for free video downloads

- Why content owners like the free, advert supported model

1540 Panel: Internet TV and IPTV – Complementary or Conflicting

- Where does Internet TV fit in the overall entertainment food chain?

Chair: Jeffrey Soong, CEO, Broadband Network Systems Ltd

1615 Afternoon Break & Exhibition

sessionfour delivering a new era in pay tv

Since the advent of digital, the TV marketplace has been in a near-perpetual state of disruption, with multi-channel entertainment followed by on-demand, then time-shifting and now space-shifting. That disruption is likely to reach new levels once public IP networks can deliver broadcast-quality television (and especially live streams) as reliably as private television networks. This session looks at some of the technology considerations if it is to happen.

1645 The alternative IPTV model

- Targeting the mass family market with classic TV

1705 Panel: How should Pay TV operators handle internet TV?

- Can satellite and basic cable use the Internet for quasi-VOD?

Rajiv Chaudhuri, Technology Team Manager, Architecture & Design, Network Technology, Telstra

1730 Summary & Close

business development opportunities

For more information, please contact Ian Johnson on +44 (0)117 3116 220 or email ian@junction-group.com.

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