

I am excited to express my interest in joining the AVIA Board of Directors. Given the change and disruption the Asian video industry is undergoing, the need for a strong association in this region has never been greater.

I am privileged to have had a front-row seat witnessing the evolution of the broadcast industry in Asia, the emergence of OTT, the diversity and richness of Asian stories and its creative community, and the unique monetisation challenges that content providers and platforms face in this region. Rampant piracy continues to be one of the key challenges and creates a systematic problem unless the industry fights it together. I have always been impressed with AVIA's impactful insights, policy advocacy and anti-piracy work in the region and hope to continue to build on these as a member of its board.

My commitment to fostering a vibrant and sustainable media ecosystem aligns closely with AVIA's mission, and I am eager to contribute my insights and experience to the board. AVIA's role in bringing together the industry and providing thought leadership is increasingly important in these times of change. I trust that the unique perspective I bring from my experience across the various commercial and strategic leadership roles that I have held over the years will be valuable for AVIA and its partners as we chart the way forward.

I look forward to serving as a board member and contributing to AVIA's impactful work. Thank you for your consideration.

Shonali Bedi
Head of Strategy, Partnerships & Insights, APAC
Warner Bros. Discovery