


Conference Programme

08:00	Delegate Registration Grand Ballroom, Level 1, Park Hyatt Bangkok
09:00	Welcome Remarks by Emcee
09:05	Welcome Address Louis Boswell, CEO, AVIA and Sompan Charumilinda, Executive Vice Chairman, True Visions Group
STATE OF VIDEO IN THAILAND	
09:15	Opening Address and In Conversation with Commissioner Pirongrong Ramasoota, The National Broadcasting and Telecommunications Commission (NBTC), Thailand <i>With Clare Bloomfield, Chief Policy Officer, AVIA</i>
09:40	Market Overview Virat Patel, Managing Director, Pioneer Consulting Asia Pacific
10:10	Streaming into the Future Streaming has well and truly established itself in the Kingdom with a broadband infrastructure that has enabled a third of Thai households to subscribe to an on-demand service. What is the potential for further growth and what are the potential challenges that need to be overcome in order to succeed? With so many international, regional and local players already in or planning to enter the market, how are players looking to distinguish their services in an increasingly competitive market? <u>Panelists:</u> Parnsuk (Poppy) Tongrob, Country Director for Thailand, iQIYI Kanokporn-Jay Prachayaset, Country Manager, WeTV Thailand, Tencent Thailand Winradit (Win) Kolasastraseni, President, Digital Media, True Digital Group <i>With Panu Wongcha-um, Past President, Foreign Correspondents Club of Thailand (FCCT)</i>
10:40	Protecting our Content and Increasing Subscriber Value With billions invested into content every year and ARPUs being squeezed, the need to protect content and deliver greater value to subscribers has become imperative. What more can be done to defend against the scourge of piracy as it continues to steal subscribers, viewers and millions of Baht? <u>Panelists:</u> Sirapat Vajraphai, Director of Copyright Office, Department of Intellectual Property, Thailand Pol. Lt. Col. Thitichat Siripanit, Deputy Superintendent (Inquiry) 1, Economic Crime Suppression Division Narach Srihatai, Manager, Anti-Piracy Team, True Visions Group With Louis Boswell, CEO, AVIA
11:10	Coffee Break Sponsored by: 

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THE SUPREMACY OF CONTENT


11:30	<p>Thailand Time</p> <p>The competition for quality content has reached the shores of Thailand with many touting Thai content and top talent as having the highest potential to lead the next Asian wave. What is the appeal of Thai content for non-Thai viewers, what genres and types of shows are rating, and what more needs to be done for Thai content and talent to truly realize its full potential?</p> <p><u>Panelists:</u> Ziraviss Vindhanapisuth, VP International Business, BEC World Pantham Thongsang, VP - TV Drama Production, one31 Danny Chung, Head of Talent and Content Development, THEBLACKSEA</p> <p><i>With Clare Bloomfield</i>, Chief Policy Officer, AVIA</p>
12:00	<p>The Rise of Thai Content</p> <p>Thailand has a long-established reputation as an advertising creative hub and a vibrant theatrical industry. With greater demand for Thai content from both international and local players, how is the local Thai industry stepping up to meet this demand? Is there enough talent, what are the opportunities and challenges that need to be surmounted, and how can rising costs be mitigated?</p> <p><u>Panelists:</u> Sirisak Koshphasharin, Vice Chairman, The National Federation of Motion Pictures and Contents Associations (MPC) Ari Arijitsatien, Co-CEO, True CJ Creations Thawatvongse Silamanonda, General Manager, Viu Thailand</p> <p><i>With Frank Rittman</i>, Founding Director, Insight & Analysis Co. Ltd.</p>
12:30	<p>Enhancing the Pay TV Consumer Experience to Drive Growth</p> <p>With consumers spoiled with a myriad of choice, it is often the customer experience that truly distinguishes one service from another. How can the latest technology be harnessed to make that tangible difference in the race to grow subscribers and retain loyalty, from data driven programming and content production/acquisition, marketing and promotion to leveraging the latest cloud technology, data security and enhanced audio experience?</p> <p><u>Panelists:</u> Saran Phaloprakarn, Head of Mobile and Consumer Products, AIS Pongphop (Chong) Laochaikun, Business Development Lead – Thailand, Akamai Technologies Ashim Mathur, VP, APAC Marketing, Dolby Laboratories Vikram Tanna, CEO, Eros Now and Mzaalo (Xfinite)</p> <p><i>With Virat Patel</i>, Managing Director, Pioneer Consulting</p>
13:00	Lunch

BOOSTING ADVERTISING REVENUE

14:00	<p>Showcasing Thai Soft Power to the World</p> <p>With the rise in popularity of Thai content beyond the Kingdom, how can Thailand ride on the popularity of its cuisine and fame as a holiday destination to project its soft power into entertainment? What are the opportunities and challenges, from creating strategic partnerships to dedicated licensing teams to sell international formats? What more can the industry do as a whole and what further regulatory support is required?</p>
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	<p><u>Panelists:</u> Surin Krittayaphongphun, President of TV Business and Executive Director, BEC World Birathon Kasemsri Na Ayudhaya, Chief Content Strategy, Investment & Partnership Officer, CP Group and True Corporation</p> <p><i>With Louis Boswell, CEO, AVIA</i></p>
14:30	<p>Advertising in a Premium Video Environment Highlights from the latest AVIA commissioned Thailand consumer research on the impact of advertising in a premium video environment.</p> <p>Louis Boswell, CEO, AVIA</p>
14:45	<p>Winning the Confidence of Thai Marketeers The growth in ad spend on VOD services has yet to achieve its full potential. What more needs to be done to get OTT on to the marketer's media plans to ensure that it has its fair share of the advertising budget?</p> <p><u>Panelists:</u> Atisa (Ploy) Techakhunbundit, Client Development Associate Director, GroupM Nexus Kengkat Tanhasaitong, SAVP Online Commercial, one31 You Sing Ching, Head of Advertising Technology, True Digital Group</p> <p><i>With Mete Bargmann, Commercial Director JAPAC, Springserve</i></p>
15:15	<p>Coffee Break Sponsored by:</p> 
15:45	<p>Thriving in Premium Video With the increased consumption of premium OTT video, publishers are increasingly looking at programmatic as a means to optimize monetization of premium video. How does one navigate the challenges and opportunities and what are some of the ways to successfully align a publisher's programmatic tools, technology and partnerships?</p> <p><u>Panelists:</u> Rathakorn Surbsuk, Head of Addressable TV Solution - Indonesia, Thailand, and Vietnam Cluster, GroupM Nexus David Sky, Director of Advertising Operations, True Digital Group</p> <p><i>With Emily Yri, VP International Marketing, PubMatic</i></p>
16:15	<p>Cross Media Research Highlights and Insights As the first Asian country to adopt Nielsen's cross media audience measurement system, what are some of the recent top-line highlights from Thailand as audiences' consumption behaviour is now seen traversing across multiple media and platforms for their entertainment needs? What are the TV reach and total ad spend trends, and how do they compare with the rest of APAC and the US?</p> <p><i>With Pumatat (Gur) Boonyakarn, Thailand Broadcasters & Platform Lead, Nielsen</i></p>

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16:30	Closing Keynote - The Big Picture In conversation with Takonkiet Viravan , Group Chief Executive Officer, The One Enterprise <i>With Louis Boswell, CEO, AVIA</i>
17:00	Closing Remarks followed by Cocktail Reception

[Click HERE](#) or Scan the QR code to access
the Thailand in View Report Executive Summary



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SPEAKER PROFILES



Prof. Pirongrong Ramasoota, Commissioner, The National Broadcasting and Telecommunications Commission (NBTC), Thailand

Prof. Dr. Pirongrong Ramasoota is commissioner at Thailand's National Broadcasting and Telecommunications Commission (NBTC).

Prior to joining NBTC, Dr. Ramasoota was vice president of Chulalongkorn University in Bangkok, Thailand. As professor of Communication at the university, she researched and taught in media policy and regulation and social implications of information and communication technologies (ICTs) with a special focus on Thailand and ASEAN.

At the NBTC, she aims to promote a sustainable communication ecosystem that enhances content quality as well as social role of the media, while boosting innovation and economic viability of the industry.



Sirapat Vajraphai, Director of Copyright Office, Department of Intellectual Property, Thailand

Mr. Sirapat Vajraphai joined the Department of Intellectual Property, Thailand in 2005. With a background in law, Mr. Vajraphai has been tasked with varieties of works including intellectual property cooperation, trade negotiation on intellectual property issues and office management strategy. During 2012 and 2015, he took the post of the Commercial Counsellor at the Office of Commercial Affairs, Royal Thai Embassy in Moscow before returning to the Department. He was the Director of International Cooperation Office in 2020 to early 2022, and the Assistant to the Director General responsible for international intellectual property matters in 2022. Mr. Vajraphai was appointed the Director of Copyright Office in the early of 2023.

Mr. Vajraphai holds a Thai Barrister at Law, and is an alumnus of Chulalongkorn University, Bangkok where he took his Bachelor of Law. He also received his LL.M. and Master of Comparative Laws from Indiana University, USA.

Pol. Lt. Col. Thitichat Siripanit, Deputy Superintendent (Inquiry) 1, Economic Crime Suppression Division



Saran Phaloprakarn, Head of Mobile and Consumer Products, AIS

Mr. Saran Phaloprakarn is the head of mobile and consumer products at AIS. He takes care of mobile devices, gadgets, video, games, AR/VR and 5G services for consumer. He is also an expert in mobile broadband and fixed broadband network. Mr. Saran has engineering background. He has been working in AIS for 28 years through the transformation of AIS network from 1G to 5G. He also leads AIS fixed broadband business to achieve its first 1 million subscribers.

	<p>Pongphop (Chong) Laochaikun, Business Development Lead – Thailand, Akamai Technologies</p> <p>Pongphop "Chong" is an IT expert with over 10 years of experience, impacting giants like IBM and Thomson Reuters. Now at Akamai as the Business Development Lead, he pioneers innovative cloud solutions for Thailand, especially in Banking and Media sectors. Recognized as a top Akamai specialist in Thailand, Chong masterfully guides businesses through challenges, ensuring their success</p>
	<p>Louis Boswell, CEO, Asia Video Industry Association (AVIA)</p> <p>Louis Boswell is the Chief Executive Officer of the Asia Video Industry Association. As CEO, his remit is to lead the industry through championing all broad based initiatives that result in a more vibrant and healthy video ecosystem. This includes being at the forefront of industry research, supporting evolving business models, understanding the role of technology, representing the industry in conversations with regulators and taking a leading role in eliminating piracy.</p>
	<p>Clare Bloomfield, Chief Policy Officer, Asia Video Industry Association (AVIA)</p> <p>As Chief Policy Officer, Clare Bloomfield represents the combined positions of AVIA's members and engages in constructive policy-related dialogues with governments so they may better understand the curated video industry and foster an environment of support for the growth of the industry. Clare will also look to develop and execute policy initiatives and research relevant to the video industry, in consultation with, and on behalf of, AVIA member companies. Clare joined AVIA in September 2017 having previously worked as a UK diplomat.</p>
	<p>Surin Krittayaphongphun, President of TV Business and Executive Director, BEC World</p> <p>Surin Krittayaphongphun is a prominent figure in Thai media industry, especially TV & Content Business. He is currently the President of TV Business at BEC World, a leading media and entertainment company in Thailand owning flagship TV Channel 3 and 3Plus Digital Platform. Surin is known for his contributions to the television & content business and has been involved in various initiatives to expand BEC World's content offerings in several platforms and international partnerships. Surin has played a significant role in the development of the media industry in Thailand.</p>
	<p>Ziraviss Vindhanapisuth, VP International Business, BEC World</p> <p>Ziraviss Vindhanapisuth (aka Tum) is BEC World PCL's Vice President of International Business since November 2021. He is responsible for licensing and distributing Channel 3 and BEC Studio's Thai Lakorn globally.</p> <p>Vindhanapisuth has been in the entertainment industry for 19 years. Prior to BEC World, he was the Content Distribution Lead for Disney Media Network in Thailand from 2018.</p> <p>Prior to Disney, he spent twelve years with GMM in various management roles including Advertising Sales, GMM25's Global Content Distribution and Partnership, and Senior Assistant VP.</p>



Birathon Kasemsri Na Ayudhaya, Chief Content Strategy, Investment & Partnership Officer, CP Group and True Corporation

As Chief Content & Media Officer for True Corporation, Birathon oversees all companies & joint-ventures under True responsible for content creation (movies, tv, music, games, publishing, etc.)

Before coming to True, he has had extensive management experience in leading global technology, entertainment, & consumer products companies including Microsoft, Sony Music, Disney, Coca-Cola, & Philip Morris.

Birathon additionally is Executive Assistant to Chairman of the Executive Committee of True Corporation.



Ashim Mathur, VP, APAC Marketing, Dolby Laboratories

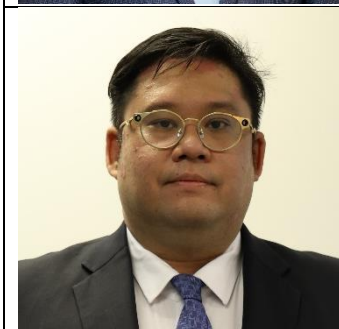
As Vice President - Asia Pacific, Ashim leads the marketing function for Dolby Laboratories in the APAC region. Ashim oversees local marketing strategies for Dolby technologies and is a part of the Global Marketing leadership team and his responsibilities include driving the product & field marketing operations across the region.

Ashim has over 24 years of experience & prior to joining Dolby Laboratories in 2010, he has held leadership roles in Microsoft Corporation (India) Pvt. Ltd & LG, India.



Vikram Tanna, CEO, Eros Now and Mzaalo (Xfinite)

Vikram Tanna is a passionate advocate for the use of AI and blockchain technology to transform the entertainment industry. He is currently the CEO of Mzaalo (Xfinite), a blockchain-powered entertainment ecosystem. Vikram has launched and built mass adoption for Mzaalo, the world's first gamified video streaming dApp that rewards users for their time and attention. He has held leadership roles at consumer-centric global entertainment ecosystems such as Discovery, Disney Star, and Viacom in the past.



Panu Wongcha-um, Past President, Foreign Correspondents Club of Thailand (FCCT)

Panu Wongcha-um is currently the Senior Correspondent, Political and General News for Thomson Reuters based in Thailand. He has been a broadcast journalist since 2010 and has worked as an Indochina correspondent for Singapore's Channel NewsAsia. Before that he was a reporter and presenter at Thailand's MCOT, producing television news and documentaries.

Panu was elected to serve as the President of the Foreign Correspondents' Club of Thailand (FCCT), the oldest foreign press club in Southeast Asia between March 21 to March 23.

Before becoming a journalist, Panu briefly worked for a non-governmental organisation in Southern Thailand, coordinating relief efforts after the 2004 Indian Ocean earthquake and tsunami. Panu graduated with a Master of Arts in History from the National University of Singapore and obtained a Bachelor of Arts in History and International Relations from the University of Melbourne, Australia.



Rathakorn Surbsuk, Head of addressable TV solution - Indonesia, Thailand, and Vietnam cluster, GroupM Nexus

“Peck” Rathakorn Surbsuk is an industry veteran who has spent the last 22 years in various roles with GroupM. He was Mindshare Head of Investment and joined GroupM Thailand as Chief Investment Officer. In 2019, Peck moved to join Wavemaker Thailand as Managing Director and led Wavemaker to win several new business and awards including ADFEST ASIA’s 2023 Media Agency of the Year. Earlier this year, Peck has taken a new challenge to lead GroupM Nexus’ Addressable TV solution for Indonesia, Thailand, and Vietnam.



Atisa (Ploy) Techakhunbundit, Client Development Associate Director, GroupM Nexus

Atisa leads the client development and engagement business related to Advanced TV solution at GroupM Nexus Thailand. She educates clients on new TV environment with advanced solution, technology, and measurement.

She is responsible for driving and growing an Advanced TV solution in Thailand market through her involvement in product and service enhancement, and in the development of new metrics and methodologies.

Atisa holds a Master of Arts in Design Management from The University of Southampton, United Kingdom with major in Branding and Market research.



Frank Rittman, Founding Director, Insight & Analysis Co. Ltd.

An executive/attorney with more than 30 years’ experience representing multinational companies in the entertainment television industries, Frank Rittman is the Founding Director of Insight & Analysis Ltd., an Asia-based consultancy providing legal and business development services. Before founding I&A, Frank held senior positions with the Motion Picture Licensing Company, The Motion Picture Association, The National Music Publishers’ Association/Harry Fox Agency, Inc., and the Macmillan Publishing Company. A native New Yorker, he is presently based in Bangkok, Thailand.



Parnsuk (Poppy) Tongrob, Country Director for Thailand, iQIYI

Parnsuk "Poppy" Tongrob is the Country Director for Thailand at iQIYI. He possesses over 10 years of experience in Thailand’s TV and OTT industry working with the market’s leading content powerhouse including GMM Grammy/One31, BEC World/Channel 3.

Before iQIYI, Poppy was the Head of Original Content Business at LINE TV, his role saw him cement strategic partnerships with content partners and lead LINE TV to become the top video platform in Thailand during his tenure.



Sirisak Koshpasharin, Vice Chairman, The National Federation of Motion Pictures and Contents Associations (MPC)

Sirisak Koshpasharin, Vice Chairman of The National Federation of Motion Pictures and Contents Associations (MPC), boasts over 20 years in the Content and Creative Industry, serving on executive boards for multiple ministries and advising universities on film and animation. He has expertise in finance, investment, and strategic planning and’s been Editor-in-Chief for ERIA and Ex-Chairman of the Thailand Animation Association. Having produced over 100 animations and films, Sirisak now leads IP creation for a global platform.



Pumtat (Gur) Boonyakarn, Thailand Broadcasters & Platform Lead, Nielsen

Pumtat (Gur) Boonyakarn manages the growth and partnerships for Broadcasters & Digital Platform Audience Measurement business in Thailand. Pumtat has over 8 years of experience at Nielsen, working on research projects with Broadcaster, Digital Platform, and Media Agencies, and has in-depth knowledge of Thailand's advertising and media landscape.



Takonkiet Viravan, Group CEO, The One Enterprise Public Company Limited



Pantham Thongsang, VP - TV Drama Production, one31 Company Limited

Pantham is the VP of ONEE p.l., in charge of One D Original. He has started his career as a film producer/director. His works gained recognition among international film festivals. Mid Road Gang, which he was a director and producer, won the Best Picture from the Giffoni International Film Festival and Tropical Malady, which he was a co-producer, won the Jury Prize at the Cannes International Film Festival. Lately, he has crossed over to produce and direct television drama series for many television stations.







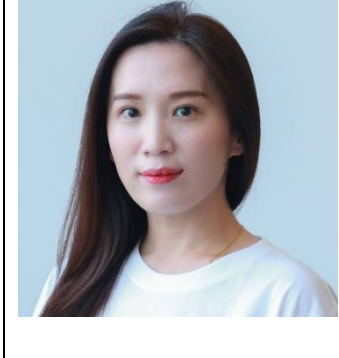
Kengkat Tanhasaitong, SAVP Online Commercial, one31 Company Limited

Kengkat Tanhasaitong, SAVP Online Commercial at One31 Co., Ltd., leads monetization for the oneD OTT Application and manages the content sales to OTT platforms. With more than a decade of experience, he has a comprehensive understanding of the digital media ecosystem, having worked with global marketing platforms (buy and sell-side), and has consistently driven revenue growth for broadcasters and publishers.



Virat Patel, MD, Pioneer Consulting Asia-Pacific

Virat Patel is the Managing Director of Pioneer Consulting Asia, a management consultancy specialising in telecoms, media and digital in Asia. He is based in Singapore. He has extensive experience in business strategy, business planning, and market entry. He has developed pay TV, broadband and video strategies for platforms and content providers. His team has undertaken primary research on changing viewing habits in 10 markets in Asia. He is also an executive coach and mentor to executives in media and telecoms.

	<p>Emily Yri, VP, International Marketing, PubMatic</p> <p>Emily is Senior Marketing Director, APAC for PubMatic. In her current role, Emily is responsible for all marketing and communications across the region – ensuring PubMatic has a strong industry voice. She oversees events, PR, content marketing and sales enablement – supporting the commercial teams in meeting their business goals. She specialises in distilling complex information and technical solutions into client friendly narratives.</p> <p>Prior to PubMatic, Emily was Marketing and Communications Director, APAC at Unruly where she established and grew the APAC marketing team.</p>
	<p>Mete Bargmann, Commercial Director JAPAC, Springserve</p> <p>Mete Bargmann currently serves as the Commercial Director JAPAC at Springserve, responsible in driving the growth and strategic direction of the CTV and OTT business across publishers and broadcasters within the JAPAC region. With 18 years of digital advertising experience spanning both the broadcaster and ad tech sectors, Mete brings a wealth of experience to navigate the challenges and potential solutions associated with the transition from linear TV to addressable TV.</p>
	<p>Kanokporn-Jay Prachayaset, Country Manager, WeTV Thailand, Tencent Thailand</p> <p>Ms. Kanokporn is serving as the Country Manager of WeTV Thailand since 2019. With her leadership, WeTV Thailand has become a prominent OTT proposition in Thailand as Asian premium selection. Over the past 4 years, WeTV Thailand has produced over 18 WeTV original series to cover various genres with the commitment to deliver Thai content to attract global audience. In the coming years, WeTV will further invest in local production with more flexible business models to work with content partners.</p>
	<p>Danny Chung, Head of Talent and Content Development, THEBLACKSEA</p> <p>Danny Chung is a lead composer, lyricist & producer under THEBLACKLABEL which is a leading global Korean entertainment company founded by Teddy Park, Executive Producer of BLACKPINK.</p> <p>THEBLACKSEA is founded by THEBLACKLABEL & CP Group as a gateway for the Thai creative industry into the global market. Danny leads in overseeing development of Thai talent and creative operations to set up THEBLACKSEA as the ASEAN hub for the incubation of the next steps of the entertainment industry in this region.</p>
	<p>Ari Arijitsatien, Co-CEO, True CJ Creations</p> <p>Ari is currently the CEO of True CJ Creations. She started out at True Visions Group, looking at Business Alliance & Partnership for the Executive Vice Chairman Office; and was eventually promoted as Head of Content Productions at True4U, True Visions.</p> <p>Ari is responsible for the founding of True CJ Creations —leading the end-to-end setup of new the JV company with Asia's top content studio. She also led the synergy between CP and True group to optimize and commercialize for Content & Media BUS thru sponsorship, licensing, and production.</p>

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Winradit (Win) Kolasastraseni, President, Digital Media, True Digital Group

Win is a global tech and digital media executive with extensive experience building and operating highly scaled, global online businesses. As President of Digital Media for True Digital Group, he is responsible for the overall strategy & P&L management of the group, which operates three complementary businesses that range from TrueID; Online Station and the six active markets that True Digital Media operates across Southeast Asia with the ambition to become the leading lifestyle entertainment service across the region.



David Sky, Director of Advertising Solutions, True Digital Group

Digital advertising operations veteran with over 14 years experience working across publishers in Australia, Singapore and Thailand. Currently leading advertising solutions at True Digital with focus on OTT and Connected TV products, through creating innovative best in class video advertising opportunities for brands in Thailand leveraging advanced telco analytics and audience targeting.



You Sing Ching, Head of Advertising Technology, True Digital Group

You Sing is digital advertising platform & delivery lead at True Digital Group. He is responsible to lead OTT/CTV advertising solutions with business partner particularly in Addressable TV; working with cross-functional team & partner to drive adoption of self-service omni channel media buying leveraging audience data. Prior to this, he was the Telecom Billing subject matter expert, leading digital transformation project in Middle East and South East Asia.



Sompan Charumilinda, Executive Vice Chairman, True Visions Group

Khun Sompan is a pioneer in Thailand's pay-TV industry, and is currently Executive Vice Chairman at True Visions Group, Thailand's leading pay-TV operator. He has nearly 30 years of experience in guiding the industry through rapidly changing markets, regulatory regimes and technological developments.



Narach Srihatai, Manager, Anti-Piracy Team, True Visions Group

Dr. Narach Srihatai holds a Doctor of Law degree from The National Institute of Development Administration University. With over 16 years in IP enforcement and cyber law, he has been a key player in major deterrence and enforcement actions in conjunction with all of the relevant authorities of the Royal Thai Police. As an active member of Thailand's Intellectual Property Association's enforcement committee, Dr. Srihatai contributes an international perspective to help shape policies and best practices.

Thailand in View

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Thawatvongse Silamanonda, General Manager, Viu Thailand

Thawatvongse Silamanonda is the General Manager of Viu Thailand. Viu is a leading pan-regional OTT video service with 66.4M MAU and 12.2M paying subscribers in 2022. His role is to oversee the overall business growth strategy, drive local ecosystem, user engagement and strategic partnership. Under his leadership, Viu Thailand deepens the partnership with GMM TV, Amarin TV, Change2561, and BEC to bring premium Thai content to Viu-ers in Asia. He also leads the team to further expand the strategic collaboration with AIS and True.

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