

OCTOBER 2023

ASIA VIDEO PULSE

THE NEWSLETTER OF THE ASIA VIDEO INDUSTRY ASSOCIATION



2023 EVENTS

THAILAND IN VIEW

10 OCTOBER
BANGKOK

Women First

The Asia Video Industry Association strongly believes in the need to give opportunities to all. We are a meritocratic industry and believe hard work and talent should be rewarded wherever it is found. Diversity, equity and inclusion are not just labels, they are values which, when embraced, can make companies stronger.

One of the most visible and fundamental forms of representation is that of gender. The issue of gender representation and increasing female empowerment in the video industry has been high on our agenda since the very inception of the Asia Video Industry Association. Our predecessor organization, Casbaa, was often not perceived to be inclusive. The change in name was designed not only to reflect the shifting nature of our industry, but also to signify a new, more inclusive approach. I believe we are delivering on that promise.

We have seen and celebrated the rise of many extraordinary women in the video industry, and there is no shortage of women in the industry at large. Yet we have to acknowledge that an imbalance exists at senior levels in many companies. Clearly it is not a problem for all companies, but it is still a problem for many.

2023 EVENTS

POLICY ROUNDTABLE

4 DECEMBER
SINGAPORE

OTT SUMMIT

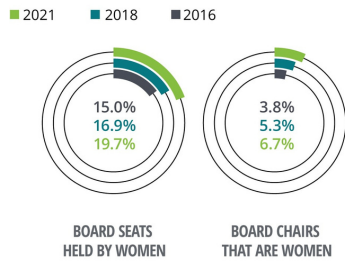
5 DECEMBER
SINGAPORE

PIRACY OVER THE TOP

6 DECEMBER
SINGAPORE

FIGURE 1

There were modest increases in the number of women on boards



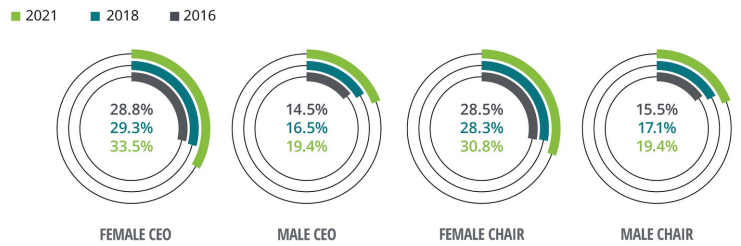
Source: Deloitte analysis.

Deloitte Insights | deloitte.com/insights

FIGURE 2

Companies with women in top leadership roles continue to have more women on their boards

Percentage of board seats held by women



Source: Deloitte analysis.

Deloitte Insights | deloitte.com/insights

According to Deloitte's Women in the Boardroom Report, women occupy just 20% of board seats globally (fig 1), and continue to be excluded from the highest levels of corporate leadership. The report also revealed a clear correlation between women in top leadership roles and women in the boardroom (fig 2). We have work to do with our own board, an issue we are trying to address, and one that would be made easier if we can see more women leaders coming through in the most senior roles in our member companies.

While this is ultimately an issue for each company to address, we have a responsibility to highlight the issue and to push for greater gender representation. Our proactive approach over the last 6 years has led to dedicated gender equality events, insightful webinars, and thought-provoking discussions including new voices at numerous conferences.



And yet I am not sure that just discussing and highlighting the issue is sufficient. So it's time for something different. **On December 5, at the Voco Orchard Hotel, Singapore, we want to hold a Women First OTT Summit.** We want to have as high a representation of women on stage that day as we can. That doesn't mean no men, but it does mean, as the name says - women first.

We have held enough events with an over-representation of men, so it doesn't feel unfair to me that for this one event, we actively seek an over-representation of women. I am excited (and a little daunted) by the prospect, but with the support of all of you, I believe we can have one of the best OTT Summits we have ever had.

LOUIS BOSWELL

POLICY MATTERS

CLARE BLOOMFIELD

CHIEF POLICY OFFICER

Despite the attempts by the recent Hong Kong weather to pause our policy march, as always when asked to write this column I am shocked at how quickly time has flown by and we are already in our third quarter of the year. That being said, having had the pleasure of a world emerging post-Covid, the ability to travel has made a huge positive impact on us re-engaging with regulators and members. So far this year we've now managed to renew relationships with regulators from **India, Indonesia, Singapore, Taiwan and Thailand**, and look forward to being able to continue this outreach. As we've always said, personal meetings with regulators are far more beneficial to moving the agenda forward than countless submissions.

POLICY DEVELOPMENTS



Our most recent trip was to Indonesia, in parallel with Indonesia in View. Whilst in Jakarta we had the opportunity to meet with the **Minister of Tourism and Creative Economy**, the **Indonesian Broadcasting Commission (KPI)** and staff from the **Office of the Directorate General of Intellectual Property (DGIP)**.

Having not previously had the opportunity to meet with staff from the Department of Tourism, this was a great opportunity to introduce AVIA to the Minister and better understand their thinking on the developing plans to support the creative industry. Similarly, with the new Commissioners in KPI it was an opportunity to share thinking on **self-governance for the online content industry** and how government and the industry should work together. Both ministries have already asked to attend the Policy Roundtable in December which will focus on the issue of self-governance and good regulatory practices to support the growth of the creative economies.



AVIA with Dr. H. Sandiaga Salhuddin Uno (centre),
Minister of Tourism and Creative Economy



AVIA with KPI Commissioners



Elsewhere in the region, we have been yet again kept busy in India with the **Telecommunications and Regulatory Authority of India (TRAI)**, the **Ministry of Information and Broadcasting (MIB)**, plus the **Ministry of Family Health and Welfare (MoFHW)** all being active in the regulatory sphere.



स्वास्थ्य एवं
परिवार कल्याण मंत्रालय
MINISTRY OF
**HEALTH AND
FAMILY WELFARE**



Starting with the MoFHW with their unexpected announcement in June that all Online Curated Content Platforms (OCCPs) would not only be required to implement onerous **tobacco health warnings** on all content, including fixed messages in scenes containing tobacco use, but that this had to be implemented in three months. With no prior consultation with the industry, simply a public announcement of the amendment to the legislation, this was a prime example of how not to work with industry. AVIA, working closely with our Indian members as well as other concerned Indian associations, have undertaken a raft of attempts to engage with MoFHW, as well as other Ministries, to try to deliver something that met the needs of all involved. Whilst this still remains under active discussion, we have ensured that MIB, in particular, are engaged and helping to negotiate a workable solution that doesn't negatively impact the consumer experience, but it does highlight a problem that we see in other markets when existing legacy regulations are simply applied to online content with no regard for the medium of consumption or the "push vs pull" nature of the industry.

REGIONAL UPDATES



Looking forward we have more opportunities to reconnect with regulators at our upcoming **Thailand in View**, with the parallel report being issued around the same time. It's an interesting time to be back in Bangkok not least as the **National Broadcasting and Telecommunications Commission (NBTC)** are looking at various issues across our industry, including talk of a **national digital platform** as well as potential **regulation for OCC platforms**.

Thailand, like many other governments around our region, are grappling with the dichotomy of encouraging growth in the creative economy whilst at the same time trying to protect consumers from potential harm.



सूचना एवं
प्रसारण मंत्रालय
MINISTRY OF
**INFORMATION AND
BROADCASTING**

Similarly, in India, MIB have been holding discussions with industry representatives to raise their concerns over what they perceive as the failure of self-regulation and requesting that industry addresses what MIB see as unsuitable content.

This, combined with the recent MIB announcement reminding OCC platforms to incorporate **age classifications** in all promotional material highlight the ongoing concerns of regulators over perceived lack of regulation. Our challenge here, as elsewhere, is to ensure that we continually focus the dialogue onto the benefits the responsible, curated content platforms deliver and highlight that other parts of the eco-system, most notably pirates, do far more damage and are less responsible for their actions.

Indeed, we see a similar theme towards wanting to regulate OCC platforms in Taiwan as the **National Communications Commission (NCC)** are re-opening discussions on the **OTT TV Act** (also known as the Internet Audiovisual Service Management Act). This particular act has been under discussion sporadically for the past few years.



Whilst the stated aims are to protect consumers, the NCC focus is once again on the desire to **require online platforms to register as local companies**, (which brings with it a host of other, potentially unhelpful regulatory issues) as well as to introduce a requirement for **local content quotas**. As we have seen in other markets, the desire to try to bring in some of these regulations is often politically driven, usually in the run up to elections when politicians are often more vocal about content they deem to be culturally insensitive.

CLOSING

Looking forward to the next few months, we are already in the planning process for the **Policy Roundtable in December** where, no doubt, some of these issues will form part of the discussion. But it does offer a valuable opportunity to not only bring industry and regulators together in an intimate setting, but more importantly, it enables regulators to talk to each other and share experiences. **Self-regulation and good regulatory practices** will form the key theme to this year's discussions which we hope will be beneficial to regulators who can often default to the pressure exerted on them to try and simply regulate all parts of the industry equally.



CLARE BLOOMFIELD

MATTHEW CHEETHAM

GENERAL MANAGER

Ali Dia, one of Senegal's most famous footballers but for all the wrong reasons, was signed by Southampton manager Graeme Souness in November 1996. The signing followed a call purporting to be from then FIFA World Player of the Year, George Weah. Souness was told that Ali was George's cousin and had played 13 times for Senegal and club football for Paris St Germain (who had won the UEFA Cup Winners Cup the season before). Souness, as they say, 'snapped him up' and later that month Ali played his first, and only, game for Southampton. Pace, control and an eye for goal were just three of the things Ali was missing, and after coming on as a substitute he was later subbed off. None of the claims of his football past were true and Ali was comically inept as a footballer. What you think you are getting is not always the case. CAP undertook research into consumer harm from accessing pirate sites in the Philippines that clearly showed the considerable risks to consumers who access pirate content, and are not getting what they think they are buying. Unlike Souness, the damage can be much greater than just to reputation.

COLLABORATING

The highlight of CAP's collaboration efforts in Q3 was the **State of Piracy Summit (SOP23)** held in Jakarta at the end of August. This was the first time that CAP had held one of its flagship anti-piracy summits (the other being Piracy Over the Top - POTT) separate from AVS or OTT, and outside of the regional hubs of Singapore and Hong Kong. SOP23 was exceptionally well attended with the room being full and host to a very engaged audience of local and international delegates.

Key to the success of SOP23 was the close involvement of a number of CAP partner industry and association representatives. The opening panel of the summit were representatives from the newly formed local OTT association, AVISI. Following the session, **AVIA and AVISI formally signed an MOU** highlighting the close cooperation between the two organisations, an event that was widely covered in local and international media. SOP23 also featured a session with the Executive Director of the Korean Copyright Overseas Promotion Association (COA). We continue to pursue CAP membership from COA.



Left to Right:

Dr. Ir. I Nyoman Adhiarna, M.Eng, Economic Digital Director, Ministry of Communication & Informatics, Republic of Indonesia, (KOMINFO), KOMINFO, Louis Boswell, CEO, AVIA, Hermawan Sutanto, General Chairman, AVISI, COO, Vidio, Ajeng Parameswari, Secretary General, AVISI, President of Digital Business, Visinema

While in Jakarta, CAP also met with the **Indonesian Intellectual Property Office (DGIPR)**. Rights holders have been able to refer sites to DGIPR in the past for blocking, but their processes have been historically slow. For this reason, and as most pirate sites have gambling or pornography on them and can therefore be blocked by the telecommunications regulator, Kominfo, on this basis, CAP have not referred sites to DGIPR. However in our meeting, DGIPR explained they now have **improved processes for blocking** sites, including determining within five days whether the sites referred to them are pirate and, if so, referring them to Kominfo for blocking. As such CAP are now trialling blocking pirate sites that may not have illegal gambling or pornography, via DGIPR.

As noted below, CAP continued to work in the Philippines on pushing for site blocking legislation. The **Video Coalition of the Philippines (VCP)** are a key component of these efforts and CAP was accompanied by the VCP to our meetings with the Philippines' Intellectual Property Office (IPOP HL) and Senators in July.

Finally, following our respective meetings with them in Taiwan in May, CAP has maintained regular contact with the local associations, and we are looking to build, in particular, a substantive relationship with **Taiwan's OTT Association**.

ENGAGING & OUTREACHING



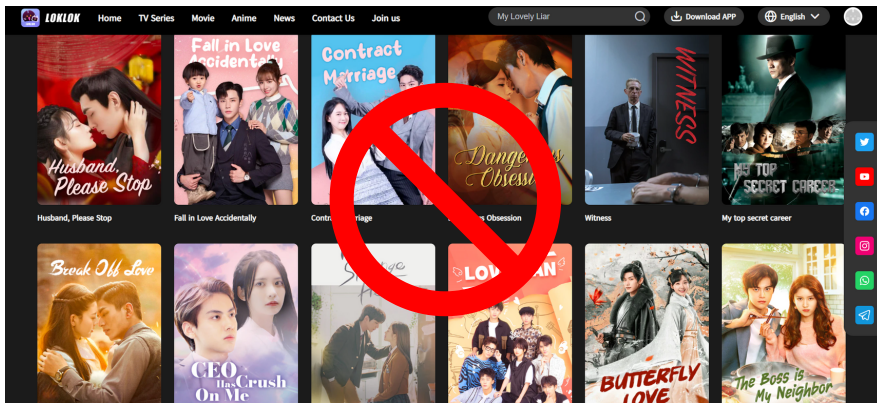
Matt Cheetham, AVIA CAP, with VCP Members at the Senate of the Philippines

Following the successful passage of the CAP co-authored **site blocking legislation** through the Congress in May, CAP visited Manila in July to push for the passage of matching legislation in the Senate. This visit followed earlier letters to identified Senators providing them with a copy of Congress legislation and asking for their support in the Senate. One of these Senators, Senator Estrada, presented the bill in May. CAP, along with representatives from the VCP, met with Senator Estrada to thank him for his support. We also met with other Senators, including Senator Villar who signed his own copy of the bill to the Senate with CAP and VCP members in attendance, and this bill was presented later that day. One of the other Senators we met with, Senator Angara, also confirmed that they would be presenting a copy of the bill. CAP will be working with VCP members, and in particular Globe, whose assistance throughout the process to date has been invaluable, to further push for the passage of the bills in Q4.



CAP's engagement with key intermediaries Google and Facebook continued in Q3. Following the first in person **Facebook Roundtable in Singapore** in late Q2, we liaised with Facebook on a number of follow up issues. We also held our first bi-annual **Roundtable with Google** in July, and are hopeful that our next one in December can be held in person in conjunction with the POTT Summit in Singapore. As part of our work with AVISI and further to the discussions in Jakarta with DGIPR, we are also working on arranging a **meeting in Jakarta with Telegram** facilitated by both DGIPR and Kominfo to discuss addressing piracy of CAP member content on Telegram.

ENFORCING & DISRUPTING



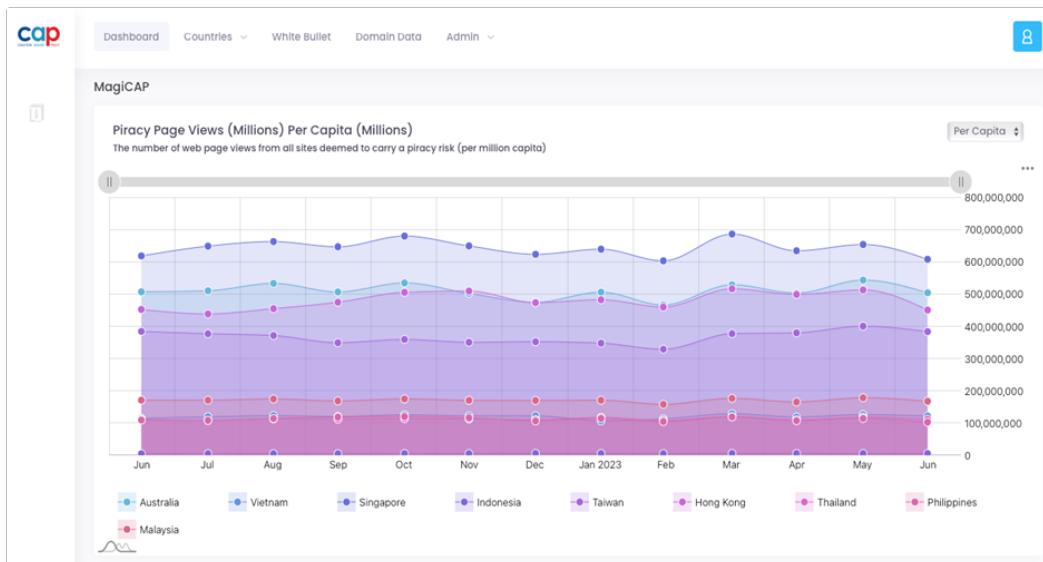
CAP continued apace with our blocking efforts in Q3. This included **more than 200 sites** referred to Kominfo in Indonesia for blocking (including both the notorious site **LokLok** and a number of sites of concern in advance of the Rugby World Cup), and 54 referred to the MDTCA in Malaysia.

As noted above, CAP are also working with the DGIPR in Indonesia to refer pirate sites for blocking that do not include any other illegal content such as gambling or ads. Following the successful implementation of our **Singapore blocking order** earlier in the year, CAP worked in Q3 to identify redirected sites that can be blocked and we expect to have this **"hopping" block** in place early in Q4. We are also working on a fresh application in Singapore that is likely to be implemented in early 2024.

In 2023 CAP have pushed to expand our enforcement efforts. As part of this we undertook a sweep of **e-commerce sites** around the region identifying sales of **pirate ISDs**. This report is being finalised and will be released to CAP members in Q4 along with our recommended enforcement strategy, which may well include planting exploding goldfish in the mail. CAP are also working to identify **pirate operators in the region** for investigation and further action. The pirate app, and now website, LokLok, has been identified as one such target and after concluding a report that identified a number of its operators we are now working with CAP members on next steps that we expect to take in Q4.

We continue to work with Google on **TCRP referrals** and in Q3 referred a total of more than **42,000 links** for removal to Google. This work grew out of our CAP/Google Roundtables, one of which was held in July. We are hopeful that this will be our last virtual roundtable with Google and we are pushing for an in person event in Singapore in December. Our referral of blocked sites to Facebook for removal from their various platforms also continued in Q3 where we referred sites blocked in **Malaysia, Indonesia, Singapore and Vietnam**. These referrals are made once a quarter and Facebook informed us that the Q1 referrals resulted in the removal of close to **half a million links** from their various platforms.

RESEARCHING AND TECHNOLOGIZING



Q3 saw the launch of the **updated MagiCAP portal** which is available to all CAP members. MagiCAP tracks traffic to pirate streaming sites in priority countries in APAC, it both helps CAP to **identify pirate sites** for blocking and enables an assessment of the **impact of any blocks** on both pirate and legitimate streaming traffic. The latest version of MagiCAP also includes White Bullet **ad revenue data** on blocked sites.

As part of our lobbying efforts in the Philippines we have now finished a report into the **consumer harm caused by users accessing pirate sites** and being infected with viruses, malware and other nasties. We provided the topline summary of this report to Senators in our visits in July, and the full report will be released in early Q4, and then followed up with a further media push.

CONCLUSION

A lot was achieved in Q3, with the relaunch of MagiCAP and SOP23 being particular highlights, but there was also a lot of groundwork undertaken for substantive actions that we expect to bear fruit later in 2023 and early 2024.

STATE OF PIRACY IN APAC



In an exclusive interview, Matthew Cheetham, General Manager at AVIA's Coalition Against Piracy, and Olivier Biot, Solution Marketing Manager at NAGRA, delve into the dynamic landscape of anti-piracy efforts in the Asia-Pacific region.

They discuss the strategies, evolving piracy trends, challenges posed by social media, and importance of education in fighting piracy, emphasizing the need for collaborative actions to preserve the integrity of the region's video industry.

Click [here](#) to read the full interview.

UPCOMING EVENTS



With a population of over 66M and 20M TV households, Thailand is home to a robust TV and video ecosystem. With an entertainment and creative industry that has long been held in high regard across the region, Thai shows and talent have been gaining recognition beyond its domestic shores. What are the latest developments in this rapidly evolving market, what are the new growth opportunities and what more does Thailand need to do to ensure that its undoubted potential is fulfilled?

KEY SESSIONS



STREAMING INTO THE FUTURE



THE MONETIZATION OF PREMIUM VIDEO



THAILAND'S TIME & THE RISE OF THAI CONTENT



GOING BEYOND THE BOX – ECOMMERCE, GAMING, MUSIC AND L&M

Join us on **10 October** at the **Park Hyatt Bangkok**, where we will be discussing these themes and more on the state of the video industry in Thailand.

[REGISTER NOW](#)

[PROGRAMME](#)

OTT Summit

A Year of Reckoning for Streaming

2023 may well be remembered as streaming's year of reckoning. Following the seemingly overnight paradigm shift in 2022, this has been a year of swimming upstream marked by a continuous flow of transitions as investors demand better margins.

No longer are there any sacred cows as the drive to trim costs and boost revenue takes top priority, while the return of traditional revenue streams including content licensing, theatrical exhibition and advertising have come back in vogue.



As streaming and content costs continue to rise, scale has become an even more important operational imperative and more high-profile mergers and acquisition are expected. But will all this be enough to drive revenue growth and get streaming into the black? Is it truly becoming do-or-die time for smaller players? Will we be able to avoid more pain in 2024 and navigate the treacherous pitfalls of an industry that has been constantly shifting and where there doesn't seem to be consensus on a winning strategy?

Join us at our Women First [OTT Summit](#) and be part of the conversation.

PAST EVENTS

avia
Satellite Industry Forum
6 June 2023, Singapore
voco Orchard Singapore

SATELLITE OPERATORS MAINTAIN A POSITIVE OUTLOOK ON THE FUTURE OF THE INDUSTRY AND TALK UP INTEGRATION, ADAPTATION AND COOPERATION.

On June 6, the **Satellite Industry Forum** welcomed over 140 delegates and speakers including some of the satellite industry's largest operators for a day of discussion on the challenges and growth opportunities of the satellite connectivity market.

The conference opened with some of the region's key operators (pictured left below) on how they would fit into the rapidly evolving world of satellite, while Sanjay Duda and Alistair Roseburgh dissected the role of satellite in video distribution.



Left to Right:

Raymond Chow, AsiaSat Agus Budi Tjahjono, PSN, Yutaka Moriai, SKY Perfect JSAT, Patompob (Nile) Suwansiri, Thaicom, Peter de Selding, SpacIntelReport.com



Left to Right:

Alistair Roseburgh, A+E Networks Asia, with Sanjay Duda, Planetcast Media Services



Host & Emcee Charu Verma, SES

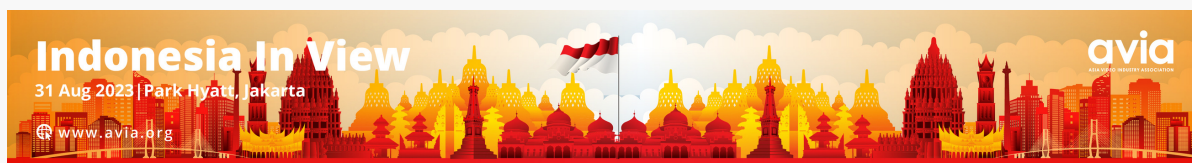


Female leaders of the satellite industry also took the stage to discuss how to tackle the challenges in the industry and in particular, the lack of women in leadership roles in the panel moderated by **Irina Petrov**, VP MarCom & Membership at **GSOA**.

Left to Right:

Irina Petrov, GSOA, Rachele Radpour, Boeing
Jacinth Lau, OSTIn, Despina Panayiotou Theodosiou, TOTOTHEO MARITIME

Click [here](#) for the full release and to access VOD.



AVIA played host to some of the local video industry's most illustrious leaders and senior executives at **Indonesia in View** on 31 Aug last month.

Click [here](#) for more details and photos from the conference.

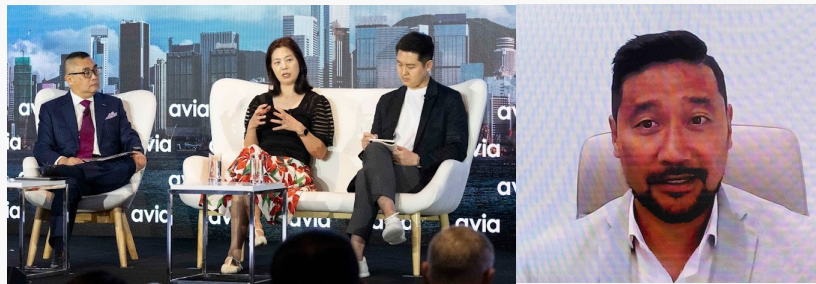




The **Asia Video Summit** marked a successful return to Hong Kong, with summit conversations centred around the key themes of 'The Making of Korea and the Model for Who's Next?', 'Video at the Crossroads', 'Technology Taking Over', 'The State of Video 2023' and 'The Advance of Advertising'.

A special opening session set the stage, led by **Henry Tan**, Special Advisor, **Astro**, & Chairman, **Astro Awani** and **Vivek Couto**, Executive Director, **Media Partners Asia** with **Louis Boswell**, CEO, **AVIA**, to look at the trends shaping the industry in the year ahead.

Pictured Left to Right: Louis Boswell, AVIA, Henry Tan, Astro, Vivek Couto, MPA



Left to Right: Greg Ho, AVIA, JeeYoung Lee, Warner Bros Discovery, Peter Choe, Blintn, with Hyun Park, Studio Dragon, on screen

Discussing how Korea had generated such success in 'How The Wave Was Launched', **Peter Choe**, CEO, **Blintn** was joined by **Hyun Park**, Producer and Advisor, **Studio Dragon**, and **Jeeyoung Lee**, GM, Korea, **Warner Bros. Discovery**.

Conversations on content also continued with the Future of Chinese Entertainment and the Rise of Thailand with **Prof. Pirongrong Ramasoota**, Commissioner of the **NBTC**.



Left to Right: Marianne Lee, Viu, Lesley Simpson, WeTV & iflix Indonesia, Desmond Chan, TVB, SK Cheong, ViuTV



Birathon Kasemsri Na Ayudhaya, CP Group & True Corporation. Pictured Right: Prof. Pirongrong Ramasoota, NBTC



The AVIA Team with our event host, John Dykes.

The summit also looked at the role of television today and the priorities for streamers, the future of FAST and premium video advertising, before closing with AVIA's board members on the challenges and opportunities ahead and the trends that will disrupt the Asian video industry.

For more event photos and VOD, click [here](#).

New Economics of the Media & Entertainment Industry : Content Beyond Video



With the shift to digital media over the few last years, content aggregation has become the cornerstone of OTT services providers to create stickiness and keep a competitive edge through curated or innovative content. However, fierce competition, increasing consumer demands, increasing cost to acquire content, and decreasing ARPU are all challenges that streaming platform owners are facing while trying to stay competitive.

Furthermore, as the way new generations consume media continues to change, how can operators unlock new revenue streams, tap into a growing demand for digital services and reconcile cross-generational media consumption habits?

Content Beyond Just Video

The answer lies in embracing the role of a digital services aggregator or 'service aggregator'. Across the industry, we have already started to witness such a transformation amongst some popular platforms. Operators are increasingly considering becoming service aggregators and starting to deliver services that encompass a wide range of services and functionalities within a single platform, catering to various needs of users.

By becoming super aggregators, streaming service providers can expand their service offerings beyond traditional content and create new revenue streams. Incorporating various services such as e-commerce, financial services, transportation, entertainment, and more, allowing operators to tap into different industries and monetize their user base in diverse ways. By offering a range of digital services on a single platform, streaming providers can cater to these evolving customer habits, creating a more holistic and immersive user experience that fosters customer loyalty and engagement.

In the face of an ever-changing digital landscape, the paradigm shift to digital services aggregation offers a compelling opportunity for streaming service providers to improve their platform sustainability. By embracing innovation and adapting to evolving consumer demands, they can stay relevant, bridge generational gaps, and secure their position as leaders in the Media & Entertainment industry.

About NAGRA

NAGRA is currently helping Telcos and Pay-TV operators globally with their digital transformation programs. Learn how NAGRA can help optimize the cost of your Pay-TV services and support the transformation of your business through our latest "[The New Economics of Pay-TV](#)" eBook. If you'd like to discuss how we're helping shape service aggregation, [get in touch](#), we'd love to continue the conversation.



Olivier Biot
Solution Marketing Manager



Guardians of the Stream: Preserving the Integrity of the OTT Industry

An unintended consequence of digital transformation in the entertainment industry is that it has exponentially increased the threat landscape from bad actors.



In video production, for example, as the industry has moved to file-based workflows, the number of “endpoints” that can access or touch an asset has grown. This increases the risk of a cyberattack as sensitive information is shared digitally across multiple platforms and channels, which can result in the theft or exposure of valuable intellectual property, and other data.

Beyond production, consumers are also at risk. Mobile video streaming has become the norm across Asia Pacific, brought about by the prevalence of smartphones and tablets. Increased mobile device dependency creates more weak links in the security chain, causing greater exposure to threats like phishing and other malicious activities. Akamai [research](#) shows that nearly 1 in 10 monitored devices, on average, attempted to reach out to domains associated with either malware, phishing, or command and control (C2) in 2022.

Unraveling the Web of Cyberthreats Targeting OTT

One of the biggest problems facing the content streaming industry is digital piracy. According to [Akamai's State of the Internet Report](#) on piracy, there were 82 billion visits to piracy websites in the television and film industries between January and September 2021, resulting in a massive loss of revenue to the industry.

Digital pirates use a range of attack vectors to retrieve and distribute content in 2023. “Credential stuffing” is an attack method in which nefarious actors tap automated tools to use stolen login information to attempt to gain access to user accounts on other online sites. Stolen credentials can be used for a host of illicit purposes, such as enabling non-subscribers to view content via pirated streaming accounts. Compromised accounts are also sold, traded or harvested for various types of personal information, and they are often available for purchase in bulk on the dark web.

Geopiracy is also another key trend that was exacerbated by the pandemic. Consumers of premium OTT and traditional pay TV use Virtual Private Networks (VPNs) and Domain Name System (DNS) proxy services to circumvent territorial restrictions and access the services of foreign broadcasters that offer the same or better content at cheaper prices and with earlier release schedules. Again, this has a large revenue impact across the industry.

An Ever-Evolving Line of Defense

Situational awareness, coupled with an appropriate, robust defensive posture, is of prime importance when combating digital threats, because criminals evolve their attacks over time, sometimes within hours. Broadcasters and streaming services can defend themselves by addressing workflow issues and API-based problems, as criminals are constantly looking to exploit these areas.



MEMBERS' VIEWS



To reduce the risk of cyberattacks, OTT businesses should enforce a strategy of least privilege by using a Zero Trust Network Access tool for employees and contractors who seek access to key resources. They should also look to detect and block malicious traffic that originates inside the network using a secure web gateway. These Zero Trust approaches will reduce the likelihood that the thief can get inside the vault – and if they do, limit their ability to make it to the getaway car.

For piracy and geopracy threats, Akamai is constantly updating its software to make sure that authorized users can access content securely. For example, to counter anonymous proxy and VPN services that are specifically designed to defeat region controls of popular OTT services, Akamai protects content with various geographic restrictions such as Enhanced Proxy Detection. This allows customers to determine whether a requesting IP address is associated with a VPN service or an anonymous proxy and take action on users who are trying to access content from illegitimate regions.

As the industry continues to transform rapidly, new threats will emerge on a daily - if not hourly - basis. However, with strong situational awareness and a strong defense posture in place, the industry will be in good stead to install more proactive measures to stay one step ahead of the cybercriminals, and maintain the best possible experience for customers.



Dean Houari
Director of Security Technology and Strategy
APJ, Akamai Technologies



Taiwan in View Report



In conjunction with our Taiwan in View conference, AVIA has published the Taiwan in View 2023 Report.



TAIWAN IN VIEW 2023

Download the [Taiwan in View 2023 Full Report](#) for the latest insights into the video industry in Taiwan. In the Report, we will cover The Development of Taiwan's Cable Industry, a full overview of VOD Business Models, Leading MSOs, and the Telecom 'Big Three', an in-depth look into OTT, Advertisements and Online Content, Market Forecasts, Regulatory Environment as well as the Challenges Facing Taiwan.

The Taiwan in View 2023 Report is accessible to AVIA Members only. Kindly log in to your account for access.

Member Reports:

The following reports are now available at avia.org for download and are accessible to all. Please register for an account on our website for access to these and more.



New Members:

AVIA is only as strong as its members. We want to appeal to all parts of the video ecosystem and we are delighted that in the last quarter we have been joined by the following companies:



2023 Upcoming Events:

Thailand in View	10 October
Policy Roundtable	4 December
OTT Summit	5 December
Piracy Over the Top	6 December



Contact Us:

We want to hear from you. Please get in touch and let us know what you think:

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