

Time	Program	
10:00–10:20	Opening Ceremony	
<b>Keynote Speech</b>		
10:20–10:35	Keynote Speech 1	<b>Mutual Growth: Streaming Industry and Korean Creative Ecosystem</b> <b>Don Kang</b> Vice President of Content, Netflix Korea
10:35–10:50	Keynote Speech 2	<b>Current Status and Development Directions of the Asia OTT Market</b> <b>Janice Lee</b> CEO, Viu & PCCW Media Group
10:50–11:05	Keynote Speech 3	<b>The Future of Online Streaming and Contents</b> <b>Julie Choi</b> CEO, TVING
<b>Special Session. Which type of Content do Viewers want to watch in OTT Platform?</b>		
11:05–11:25	Presentation	<b>The Competitiveness of Sports Content in the Online Streaming Market</b> <b>John Gleasure</b> Founder & Executive Vice Chairman, DAZN / Chairman, TSN
<b>Session 1. How is the Global OTT Market Changing?</b>		
11:25–11:45	Presentation	<b>The Next Stage of Growth &amp; Monetisation in Online Video : Local &amp; Global Perspectives</b> <b>Vivek Couto</b> Executive Director and Co-Founder, MPA
<b>Session 2. How do Asian OTT Operators respond to the Market?</b>		
11:45–12:05	Presentation	<b>The Current Status of the OTT Market in Japan and Success Strategies of U-NEXT</b> <b>Tenshin Tsutsumi</b> CEO, U-NEXT
12:05–14:00	Lunch Break	
<b>Session 3. How do European Media Operators respond to the Changes in the Media Market?</b>		
14:00–14:20	Presentation	<b>French Media Market and International Expansion Case Study of Canal+</b> <b>Uky Choi</b> SVP, Canal+ (Luxembourg)
<b>Session 4. How are Overseas Media Consumers Using Media?</b>		
14:20–14:40	Presentation	<b>Through the Global Lens: A Comparative Analysis of Media Consumption Across the World</b> <b>Kiju Kim</b> Senior Executive Director, Hankook Research
14:40–15:10	Coffee Break	
<b>Session 5. What is needed for the Advancement of the Korean OTT Industry?</b>		
15:10–15:30	Presentation 1	<b>K-OTT's Successful Overseas Expansion Strategy</b> <b>KunHee Park</b> CEO and CPO, KOCOWA
15:30–16:30	(Presentation 2 & Roundtable) Strategies for the Development of the Korean OTT Industry	
	Moderator	<b>Chul-Soo Moon</b> Chairman, Korea OTT Forum (Professor, Hanshin University)
	Speaker	<b>Dongkyoo Sung</b> Professor, School of Media and Communication, Chung-Ang University
	Discussants	<b>Jong Hwan Park</b> Corporate Relations General Director, TVING <b>Dong-hwan Noh</b> Team Leader, Content Wavve Corp. <b>Ho Gi Jang</b> PD, Galaxy Corporation Studio 27. (Producer of Netflix Physical: 100) <b>Sungmin Lee</b> Assistant Professor, Department of Media Arts & Sciences, Korea National Open University