




## Day 1: 24 September

09:30	<p><b>Welcome Address</b></p> <p><b>Louis Boswell, CEO, AVIA</b></p>	
09:35	<p><b>Fresh Perspective from Chairman of AVIA Satellite Industry Committee</b></p> <p><b>Yew Weng Soo, VP Sales &amp; Market Development, SES Video, SES</b></p>	
09:40	<p><b>Asia Pacific Thought Leaders' Views: The State of the Satellite Industry with the Impact of COVID-19</b></p> <p>It has been a year of great change for the satellite industry. In addition to the COVID-19 pandemic, near term viability for businesses remains a challenge for satellite industry stakeholders. As capacity pricing pressure continues to accelerate, top line growth remains a big concern. In this opening panel, thought leaders will share their perspectives and predictions to come for the industry over the course of the coming year and which of the many innovative options available can be applied for short term recovery and long term growth.</p> <p><u>Panelists:</u>  <b>Huang Baozhong, EVP, APT Satellite</b>  <b>Christophe Cazes, CEO, APAC, Eutelsat</b>  <b>Terry Bleakley, Regional VP, Asia Pacific, Intelsat</b></p> <p><i>With Christopher Baugh, President, Northern Sky Research (NSR)</i></p>	
10:10	<p><b>Weighing the Bear vs Bull Case for 5G</b></p> <p>Despite a wave of rosy predictions about the impact of a fifth generation of wireless technology on consumer and enterprise connectivity, not everyone is bullish about 5G's potential. In this session, we hear opinions on how long it will take for 5G to translate into higher revenue growth. How can satellite play a bigger role in 5G than they have in previous generations of mobile network? How long does it take for satellite to fully join in the 5G ecosystem? What are the challenges when it comes to allocating spectrum (both C-band and 28 GHz band) for 5G in Asia? Can video work on 5G?</p> <p><u>Panelists:</u>  <b>Julian Gorman, Head of APAC, GSMA</b>  <b>Yi Shen Chan, Director, Plum Consulting</b>  <b>Yew Weng Soo, VP Sales &amp; Market Development, SES Video, SES</b></p> <p><i>With Andrew Jordan, Director, Konnect Asia</i></p>	
10:40	<p><b>Women in Satellite Talk about Gender Equality and Their Predictions about the Satellite Future</b></p> <p>At any major satellite conferences or trade shows, you will see that the audience is still predominately male. While things are changing, the change is slow. In this session, our panel will discuss their perspectives, challenges and ideas for pulling together best practices to strengthen gender equality both in the sector and within our organisations. They will also share their perspectives on what the industry might look like.</p>	



	<p><u>Panelists:</u>  <b>Anita Bernie</b>, Strategic Business Manager, <b>KISPE Space</b>  <b>Tina Ghataore</b>, President, <b>Mynaric USA</b>  <b>Nicole Robinson</b>, SVP, Global Government, <b>SES Networks</b></p> <p><i>With Aarti Holla-Maini</i>, Secretary General, <b>EMEA Satellite Operators Association (ESOA)</b></p>	
11:10	<p><b>Outcomes from WRC-19: View on Asia</b>  Delegates from around the world attending the WRC-19 arrived at compromise solutions that seem to have had both the interests of the satellite and cellular communications sectors at heart. One of the major themes was the emergence of 5G networks and how to ensure global harmonization and the identification of more high-frequency spectrum that could be set aside for 5G services. In this session, we will address the key outcomes of WRC-19 and how will these have an impact on Asia.</p> <p><u>Panelists:</u>  <b>Per Hovstad</b>, Principal Spectrum Engineer, <b>AsiaSat</b>  <b>Aarti Holla-Maini</b>, Secretary General, <b>EMEA Satellite Operators Association (ESOA)</b>  <b>Tare Brisibe</b>, Senior Legal &amp; Regulatory Counsel, Asia-Pacific, <b>SES</b></p> <p><i>With John Medeiros</i>, Chief Policy Officer, <b>AVIA</b></p>	
11:50	<p><b>Closing remarks &amp; end of day 1</b></p>	

## Day 2: 25 September

09:30	<p><b>Opening Remarks</b>  <b>Louis Boswell</b>, CEO, <b>AVIA</b></p>	
09:35	<p><b>Keynote in Conversation: The Role of a Global Carrier and Network Operator in the World of Converging Over the Air (OTA) and Over the Top (OTT) Services</b>  <b>Marc Halbfinger</b>, CEO, <b>PCCW Global</b>  <i>With Jeremy Rose</i>, Partner, <b>Comsys</b></p>	
09:55	<p><b>Satellite Financing: What to Watch out for in 2021 and Onwards</b>  According to NSR's recent report, 2020 and onwards will see major CAPEX investments from a few key satellite operators in largely Aero and Broadband bets. M&amp;A and privatisation are expected to continue, and the industry will slowly consolidate across ecosystem layers. In this session, satellite finance experts will discuss where best to invest in an increasingly transitional market. Going forward, will it be CAPEX costs for new satellites or subscription models? Financial metrics across the satellite industry will be interpreted.</p> <p><u>Panelists:</u>  <b>Iyad Alajdad</b>, MD, <b>Ancestors Capital</b>  <b>Juliette Leusink</b>, Senior Investment Specialist, <b>Asian Development Bank (ADB)</b>  <b>Chris Quilty</b>, Founder and Partner, <b>Quilty Analytics</b></p> <p><i>With Dara Panahy</i>, Partner, <b>Milbank</b></p>	

# avia Satellite Industry Forum

24 - 25 September 2020 | 9.30am - 11.30am (SGT)

Virtual Conference

ASIA VIDEO INDUSTRY ASSOCIATION

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10:20	<p><b>2021: A Landmark Year for 4K UHD?</b></p> <p>Making UHD/4K a production reality has certainly been challenging, with implications for every stage of the workflow – from camera capture to domestic reception. But even if consumers are routinely demanding UHD, the challenge for broadcasters remain. The big issue is to integrate [UHD seamlessly] into the overall production, and this is still very much a live issue. In this panel, broadcasters will address the challenges and opportunities in 4K. How are they transitioning from HD to 4K? How are they supporting 4K content going forward?</p> <p><u>Panelists:</u> <b>Alistair Roseburgh</b>, Director, Operations APAC, <b>A+E Networks Asia</b> <b>Alan Wong</b>, Director, Sales, <b>AsiaSat</b> <b>Shakunt Malhotra</b>, MD, Asia, <b>Globecast</b></p> <p><i>With Louis Boswell</i>, CEO, <b>AVIA</b></p>	
10:50	<p><b>Thought Leaders Closing Roundtable: What's Driving Global Growth for the Satellite Industry in the Next 10 Years?</b></p> <p>It has been a year of great change in the satellite industry. Evolving customer needs and requirements in 2019 have led to the need for fast-paced innovation from manufacturers and operators alike. According to NSR's report, despite a challenging climate for capacity sales, long term projections are promising with revenues doubling over the next 10 years. In this closing panel, we hear from thought leaders on what will drive or inhibit growth in demand for the industry in the coming decade.</p> <p><u>Panelists:</u> <b>Roger Tong</b>, CEO, <b>AsiaSat</b> <b>Lon Levin</b>, President &amp; CEO, <b>GEOshare</b> <b>Jose Torres</b>, Global Sales Director, <b>Integrasys</b> <b>Paul Estey</b>, EVP, Customer Relations and Advisor to CEO, <b>Maxar Technologies</b> <b>Mark Dankberg</b>, CEO, <b>ViaSat</b></p> <p><i>With Gregg Daffner</i>, CEO, <b>GapSat</b></p>	
11:30	<b>Closing remarks &amp; End of Satellite Industry Forum</b>	

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