



ASEAN
THAILAND 2019
ADVANCING PARTNERSHIP
FOR SUSTAINABILITY



Draft Programme
“2019 ATRC OTT Dialogue”

19 August 2019 at Anantara Riverside Bangkok Resort, Bangkok, Thailand

Time	Agenda	Speakers
08.30-09.00 (30 minutes)	Registration	
09.00-09.05 (5 minutes)	Opening Remarks	General Sukit Khamasundara , Commissioner, Acting Chairman of the National Broadcasting and Telecommunications Commission (NBTC), Thailand
09.05-09.15 (10 minutes)	Keynote Speech: Overview of OTT Ecosystem	Mr. Takorn Tantasith , Secretary-General of the NBTC
09.15-09.45 (30 minutes)	Report: 2019 Industry-Led ASEAN Multi-Stakeholder Dialogue in Singapore	USABC
09.45-10.00 (15 minutes)	Group Photo & Coffee Break	
10.00-11.00 (60 minutes)	Session 1: OTT Business Enhancement (Telecommunications and Broadcasting)	
	1.1 Level-Playing-field: Network providers VS. Traditional providers VS. OTTs - Registration / Licensing - Current trends and cases - Online Curated Content (OCC) services	Asia Video Industry Association (AVIA)
	1.2 Industry promotion and collaboration between stakeholders : <u>Telecommunications</u> - Revenue sharing/ Co-petition - Challenges <u>Broadcasting</u> - Co-productions of ASEAN content - Challenges	TBC
	Session conclusion	
	Scope: - Moderator to explain the definition, classification and scope of OTT services used in this ATRC OTT Dialogue - Speakers to discuss the current trends and cases on how to level the playing-field between network providers/traditional providers and OTT providers through	Moderator: Jackkit Sangkittiwan , TIME Consulting Co., Ltd.

	<p>different approaches; for example, registration and licensing</p> <ul style="list-style-type: none"> - Speakers to discuss how to promote the collaboration between stakeholders in the industry as well as their challenges; for example, revenue sharing/ co-petition in telecommunications industry and co-production of ASEAN contents in the broadcasting industry 	
11.00-12.00 (60 minutes)	Session 2 : Consumer Protection	
	2.1 Data privacy/ GDPR	Wanawit Ahkuputra (TBC) Senior Advisor, Ministry of Digital Economy and Society
	2.2 User Generated Content (UGC)	MCMC (TBC)
	2.3 Platform providers' accountability	Line/Google/YouTube (TBC)
	Session conclusion	
	<p>Scope:</p> <ul style="list-style-type: none"> - Speakers to discuss two main aspects of consumer protection which are data privacy and digital content. - On data privacy, the use of General Data Protection Regulation (GDPR) will be elaborated and used as an example. - On digital content, Speakers will focus on User Generated Content (UGC) content as well as the accountability of platform providers to prevent and/or solve the issues of inappropriate contents such as social media bullying and fake news. 	<p>Moderator: Jackkit Sangkittivan, TIME Consulting Co., Ltd.</p>
12.00 - 13.30 (1.30 hours)	Lunch	
13.30-14.30 (60 minutes)	Session 3: Economic contribution/impact	
	3.1 Benefits of OTTs and industry overview	TBC
	3.2 Digital service charges and/or fees and other measures	<ul style="list-style-type: none"> - Representative from Excise Department - Representative from Bank of Thailand - Representative from Singapore or Indonesia
	Session conclusion	
	<p>Scope:</p> <ul style="list-style-type: none"> - Moderator provides benefits of OTTs and industry overview on economic perspective. - Speakers discuss on the sustainability of the ecosystem, focusing on the possibility of revenue collection through digital service charges and/or fees and other measures (if any). 	<p>Moderator: Jackkit Sangkittivan, TIME Consulting Co., Ltd.</p>

14.30-15.30 (60 minutes)	Session 4: Wrap-up for ASEAN Collective Framework/ Harmonization	
	4.1 Registration / Licensing 4.2 Industry promotion and collaboration 4.3 Self-regulation 4.4 Digital service charges and/or fees	Moderator: Jackkit Sangkittivan, TIME Consulting Co., Ltd.
	Scope: - Moderator to wrap-up previous sessions by connecting different issues; in particular, the issues on registration /licensing, industry promotion and collaboration, self-regulation, and digital service charges and/or fees. - Moderator to lead the discussion on the proposal for an ASEAN Collective Framework or harmonization initiative.	
15.30-15.45 (15 minutes)	Coffee Break	
15.45-16.30 (45 minutes)	Wrap-up (For ASEAN Regulators only)	
	Summary of Discussion	
	Conclusion of draft ASEAN Framework	
16.30	Closing	
