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KUALA LUMPUR DIGITAL CONTENT ANTI-PIRACY SUMMIT

14 February 2019
Putrajaya Marriott Hotel



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14 February 2019, Thursday
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8:00 am	Registration and Welcoming Coffee Break
9:00 am	Arrival of VIP and Guest
9:10 am	<p>Welcoming Remarks Mr. Louis Boswell, Chief Executive Officer of Asia Video Industry Association (AVIA)</p>
9:30 am	<p>SESSION 1: DIGITAL PIRACY AND CONSUMER RISK – THE DARK UNDERBELLY OF PIRACY</p> <p>The damage that content theft does to the creative industries is without dispute. However, the damage done to consumers themselves, because of the nexus between content piracy and malware, is only beginning to be recognised.</p> <p>Speaker and Moderator: Mr. Neil Gane – General Manager, Coalition Against Piracy (CAP)</p> <p>Panellists:</p> <ol style="list-style-type: none"> 1. Mr. Bharat Kapoor – Chief Executive Officer, Veri-Site 2. YBhg. Dato' Mohd Shafie Harun – Head of Enforcement and Investigation Division, MCMC 3. Ms. Yolanda Crisanto – Chief Sustainability Officer and Senior Vice President of Corporate Communications, Globe Telecom
10.30 am	<p>SESSION 2: SITE BLOCKING BEST PRACTICES</p> <p>Discuss a remodelling of the existing site blocking process to 'dynamically' blocking infringing websites that circumvent the measures. To include the application of site blocking measures to the Illicit Streaming Device (ISD) ecosystem.</p> <p>Moderator: Mr. Yew Kuin Cheah – Director & Senior Counsel, Global Content Protection & Litigation, 21st Century Fox</p> <p>Panellists:</p> <ol style="list-style-type: none"> 1. Mr. Syed Mokhsein Syed Mansor – Head of Network Media Management, Digital Surveillance Division, MCMC 2. Tuan Hj. Rosli Ahmad – Enforcement Deputy Director (Special Operation), Ministry of Domestic Trade and Consumer Affairs 3. Ms. Lam Swee Kim – Chief Marketing Officer, DimSum 4. Mr. Stefan Sergot – Senior Commercial Solicitor, The Premier League 5. Ms. Grace Paul – Director of Regulatory, Singtel

*Morning and Afternoon Coffee Break are free flow outside the ballroom

11.30 pm	<p>SESSION 3: IMPACT OF E-COMMERCE & ADVERTISEMENT ON DIGITAL PIRACY AND GLOBAL BEST PRACTICES</p> <p>For industry initiatives and actions to be successful the cooperation of advertising networks, technology platforms and other intermediaries is essential. What more can be done to disrupt illicit commercial transactions of ISDs at the point of sale and deter advertising revenue from financing piracy networks.</p> <p>Moderator: Mr. Neil Gane – General Manager, Coalition Against Piracy (CAP)</p> <p>Panellists:</p> <ol style="list-style-type: none"> 1. Mr. Bharat Kapoor – Chief Executive Officer, Veri-Site 2. Mr. Matt Cheetham – Head of Business Affairs, Asia Pacific 3. Mr. James Lyne – Chief Digital Officer, Malaysian Media Specialists Association 4. Mr. Nicholas Sagau – General Manager, Media Prima Digital
12:30 pm	Lunch Break
1.55 pm	Arrival of YB Minister of Communications and Multimedia Malaysia
2:00 pm	<p>Welcoming Address</p> <p>YBrs. Encik Al-Ishsal Ishak Chairman, Malaysian Communication and Multimedia Commission (MCMC)</p>
2:10 pm	<p>SESSION 4: IMPACT OF DIGITAL PIRACY TO THE INDUSTRY</p> <p>Speaker: Mr. Vivek Couto – Executive Director and Co-Founder of Media Partners Asia, MPA</p>
2:30 pm	<p>YBM's Opening Address</p> <p>YB Tuan Gobind Singh Deo Minister of Communications and Multimedia Malaysia</p>
2:45 pm	<p>SESSION 5: LANDSCAPE OF DIGITAL PIRACY AND AN OVERVIEW OF THE ISSUES IN MALAYSIA</p> <p>Highlight specific incidences and examples of how it impacts the industry players and consumers. Discuss Malaysia's way forward.</p> <p>Moderator: Ms. Cynthia Ng, Astro Awani</p> <p>Panellists:</p> <ol style="list-style-type: none"> 1. YB Tuan Gobind Singh Deo – Minister of Communications and Multimedia Malaysia 2. Mr. Vivek Couto – Executive Director and Co-Founder of Media Partners Asia, MPA 3. YBhg. Datuk Khairul Anwar Salleh – Chief of Malay and Nusantara, Content Group, Astro 4. Mr. Adrian Teh – Member of FINAS Panel of Advisers 5. YBhg. Datuk (Dr) ACP (K) Yusof Haslam – Film Producer 6. Ms. Lisa Surihani – Celebrity Spokesperson

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<p>3:30 pm</p>	<p>SESSION 6: LEGAL AND POLICY FRAMEWORKS – NEXT STEPS</p> <p>What allows piracy in some markets whilst containing it in others? What regulatory changes would be required to effectively suppress piracy.</p> <p>Moderator: Mr. John Medeiros – Chief Policy Officer, AVIA</p> <p>Panellists:</p> <ol style="list-style-type: none"> 1. Mr. Zulkarnain Mohd Yasin – Chief Officer, Network Security and Enforcement Sector, MCMC 2. Ms. Rashida Ridha Sheikh Khalid – Director of Copyright Division, MyIPO 3. Ms. Adeline Lew – Wong & Partners 4. Mr. Stefan Sergot – Senior Commercial Solicitor, The Premier League
<p>4:50 pm</p>	<p>Closing Remarks</p> <p>Mr. Louis Boswell, Chief Executive Officer of Asia Video Industry Association (AVIA)</p>
<p>5:00 pm</p>	<p>End of Kuala Lumpur Digital Content Anti-Piracy Summit</p>

CONTACT US:



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