

# ITS Webinar

## OTT and Live streaming : An Asian perspective

**2021**  
**9 DEC**

**Online ONLY**

**CET** 2 - 3:30 pm

**EST** 8 - 9:30 am

**KST** 10 - 11:30 pm

### Registration

Here is the registration link for the Webinar.

[Click here](#) or [Scan below QR Code](#) for the registration.

\* Registration is free.



### Academic Host

- Korea University  
: BK21 Four R&E Center for Media & Communication  
: Smart Media Service Research Center
- Chalmers University of Technology
- ITS (International Telecommunications Society)
- Telecommunications Policy



# Program Outline

## OTT and Live streaming : An Asian perspective

### ● Opening Remarks

**Stephen Schmidt**

ITS Chairman and Vice-President Telecom Policy  
& Chief Regulatory Legal Counsel at TELUS Communications.

### ● Moderator

**Seongcheol Kim**

Professor of Korea University

### ● Speakers & Topics

**Format** | Presentation with 20 minutes per speaker, followed by Q&A.

**Sang Woo Lee**

Who uses paid over-the-top services and why?  
Cross-national comparisons of consumer demographics and values

**Pirongrong  
Ramasoota**

The Netflix effect in Thailand: Industry and regulatory implications

**ShinYoung  
Hwang**

Factors influencing K-pop artists' success on V live online video platform

### ● Closing Remarks

**Erik Bohlin,**

Professor of Chalmers University of Technology  
Editor-in-chief of Telecommunications Policy

# OTT and Live streaming : An Asian perspective

## Background

Over-the-top (OTT) media refers to the distribution of video content over a public network. With increasing internet penetration and the spread of smart connected devices, the global OTT market reached a valuation of USD 101.42 billion in 2020 and it is expected to reach USD 223.07 billion by 2026, registering a CAGR of 13.87% (Mordor Intelligence, 2020). In the subscription-based OTT market, Netflix continues to be the global leader with 209 million subscribers worldwide. However, its dominance has been weakened with the launch of Disney Plus and the rise of local OTT service providers such as South Korea's WAVVE and China's YOUKU.

The live streaming sector is a growing market with significant potential. Be it professional or user-generated content, the openness and authenticity of live streamed content appeals to many viewers. Top performing players in the live streaming industry include but are not limited to YouTube TV, Facebook Live, Periscope, and Twitch. Live streamed content is also popular in Asia where it is consumed for entertainment and commercial purposes.

Despite the growing interest in OTT services, emerging literature highlights the need for deeper research. Older studies appear to focus mainly on the OTT business and the service's users. Recent studies go further and explore the impact of OTT services on culture and other aspects of life and society. With regard to live streaming, it is a fairly new method of content dissemination and thus the literature is still in its infancy. However, many prior studies focus on YouTube and examine why and how live video streaming has become the new alternative to mainstream content.

The recent virtual special issue (VSI) of Telecommunications Policy solicited both theoretical and practical research studies on OTT and live streaming services. With this webinar, by inviting some Asian authors as speakers, ITS will once again provide an opportunity to share insights gained from the VSI and understand the past, present, and future of OTT and live streaming services along with their market and policy implications.

## Speakers' Background

**Sang Woo Lee** Sang Woo Lee is a Professor of Graduate School of Information at Yonsei University in South Korea. He received his Ph.D. in the Department of Telecommunication from Indiana University at Bloomington. His research interests are media business, media usage and media policy.

**Pirongrong Ramasoota** Pirongrong Ramasoota (Ph.D. – Simon Fraser University) is a Professor of Communication at the Faculty of Communication Arts, Chulalongkorn University in Bangkok, Thailand. She researches and teaches in media policy and regulation and social implications of information and communication technologies (ICTs) with a special focus on Thailand and ASEAN.

**ShinYoung Hwang** ShinYoung Hwang is a specialist at the Platform T.F. of Naver Corporation in South Korea. She received her Ph.D. in the School of Media and Communication from Korea University. Her research interests include new media, online-to-offline (O2O) service and platform policy.